

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 6, 1983

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL GAME XVII(S)	48.6	40,480
2	WINDS OF WAR-PART I(S)	39.1	32,570
3	SUPER BOWL INTRODUCTIONS(S)	37.7	31,400
4	SUPER BOWL POST XVII(S)	34.0	28,320
5	A TEAM SPECIAL(S)	26.3	21,910
6	DALLAS	25.4	21,160
7	DYNASTY	25.2	20,990
8	MAGNUM, P.I.	25.0	20,830
9	LOVE BOAT	23.6	19,660
10	M*A*S*H	22.8	18,990
11	SIMON & SIMON	22.4	18,660
12	FALCON CREST	22.0	18,330
13	THAT'S INCREDIBLE	21.2	17,660
14	FALL GUY	21.1	17,580
15	HILL STREET BLUES	20.8	17,330
16	ABC MONDAY NIGHT MOVIE	20.7	17,240
17	NEWHART	20.3	16,910
18	SHOGUN PART I(S)	19.6	16,330
19	FACTS OF LIFE#	19.4	16,160
19	60 MINUTES	19.4	16,160
21	HALLMARK HALL OF FAME(S)	19.3	16,080
21	NFL '82-NBC#	19.3	16,080

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL GAME XVII(S)	37.5	81,750
2	SUPER BOWL INTRODUCTIONS(S)	27.9	60,790
3	SUPER BOWL POST XVII(S)	25.1	54,800
4	WINDS OF WAR-PART I(S)	24.3	52,990
5	A TEAM SPECIAL(S)	18.3	39,850
6	MAGNUM, P.I.	17.2	37,440
7	LOVE BOAT	15.9	34,700
8	DALLAS	15.8	34,470
9	NBC SUNDAY NIGHT MOVIE#	15.5	33,770
10	DYNASTY	15.4	33,640
11	M*A*S*H	14.9	32,550
12	REAL PEOPLE#	14.6	31,830
13	WALT DISNEY	14.3	31,260
14	SIMON & SIMON	14.2	30,920
15	THAT'S INCREDIBLE	14.2	30,870
16	FALL GUY	13.9	30,320
17	HILL STREET BLUES	13.6	29,770
18	FACTS OF LIFE#	13.5	29,430
19	DIFFRENT STROKES-SAT.#	13.2	28,690
20	DUKES OF HAZZARD	13.1	28,600

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL GAME XVII(S)	32.2	27,810
2	WINDS OF WAR-PART I(S)	29.8	25,690
3	SUPER BOWL INTRODUCTIONS(S)	24.3	21,010
4	SUPER BOWL POST XVII(S)	23.3	20,080
5	DYNASTY	21.6	18,660
6	DALLAS	21.6	18,630
7	LOVE BOAT	19.7	16,980
8	MAGNUM, P.I.	19.6	16,950
9	FALCON CREST	17.8	15,390
10	A TEAM SPECIAL(S)	17.0	14,670
11	M*A*S*H	16.5	14,290
12	SIMON & SIMON	16.4	14,140
13	HALLMARK HALL OF FAME(S)	16.4	14,130
14	ABC MONDAY NIGHT MOVIE	16.0	13,800
15	TRAPPER JOHN, M.D.#	15.8	13,630
16	KNOTS LANDING	15.7	13,590
17	REAL PEOPLE#	15.6	13,510
18	FACTS OF LIFE#	15.2	13,150
19	60 MINUTES	15.1	13,040
20	FALL GUY	14.9	12,870
21	NEWHART	14.8	12,760

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL GAME XVII(S)	51.2	39,780
2	SUPER BOWL INTRODUCTIONS(S)	37.6	29,210
3	SUPER BOWL POST XVII(S)	33.6	26,140
4	WINDS OF WAR-PART I(S)	30.4	23,620
5	A TEAM SPECIAL(S)	24.6	19,120
6	HILL STREET BLUES	18.1	14,090
7	NFL '82-NBC#	17.7	13,730
8	MAGNUM, P.I.	16.7	12,950
9	SIMON & SIMON	15.9	12,340
10	M*A*S*H	15.6	12,150
11	SHOGUN PART I(S)	15.6	12,120
12	ABC WIDE WORLD-SPORTS-SUN#	15.3	11,880
13	SHOGUN PART II(S)	15.0	11,670
14	THAT'S INCREDIBLE	14.7	11,450
15	DALLAS	14.3	11,130
16	DYNASTY	14.3	11,110
17	SHOGUN PART IV(S)	14.0	10,870
18	NEWHART	13.8	10,760
19	FALL GUY	13.6	10,550
20	SHOGUN PART V(S)	13.5	10,470
21	LOVE BOAT	13.4	10,460
22	HART TO HART#	13.3	10,320
23	60 MINUTES	13.1	10,180
24	SHOGUN PART III(S)	12.8	9,920

CONT'D

(1) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 6, 1983

## NIELSEN AVERAGE AUDIENCE

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

CONT'D

25	REAL PEOPLE#	12.5	9,750
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### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL GAME XVII(S)	31.0	16,760
2	WINDS OF WAR-PART I(S)	25.7	13,940
3	SUPER BOWL POST XVII(S)	24.0	12,970
4	SUPER BOWL INTRODUCTIONS(S)	23.2	12,580
5	DYNASTY	21.6	11,700
6	A TEAM SPECIAL(S)	19.9	10,760
7	MAGNUM, P.I.	17.3	9,350
8	DALLAS	16.6	9,010
9	HILL STREET BLUES	16.0	8,670
10	M*A*S*H	15.8	8,530
11	LOVE BOAT	15.6	8,430
12	SIMON & SIMON	15.2	8,210
13	ABC MONDAY NIGHT MOVIE	15.0	8,100
14	KNOTS LANDING	14.9	8,040
15	HALLMARK HALL OF FAME(S)	14.8	8,020
16	NBC SUNDAY NIGHT MOVIE#	14.4	7,810
17	FACTS OF LIFE#	14.2	7,670
18	FALL GUY	14.1	7,660
19	FALCON CREST	13.6	7,360
19	FAMILY TIES#	13.6	7,360
21	REAL PEOPLE#	13.4	7,240

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WINDS OF WAR-PART I(S)	34.9	9,250
2	SUPER BOWL GAME XVII(S)	33.5	8,880
3	DALLAS	31.1	8,240
4	LOVE BOAT	27.2	7,220
5	SUPER BOWL INTRODUCTIONS(S)	26.6	7,060
6	60 MINUTES	25.6	6,790
7	TRAPPER JOHN, M.D.#	24.4	6,480
8	FALCON CREST	24.2	6,420
9	MAGNUM, P.I.	23.5	6,230
10	LITTLE HOUSE NW BEGINNING#	21.9	5,810
11	REAL PEOPLE#	21.8	5,770
12	ONE DAY AT A TIME#	21.5	5,700
13	SUPER BOWL POST XVII(S)	21.0	5,560
14	DYNASTY	20.7	5,480
15	BOB HOPE'S SUPER BOWL SP.(S)	20.6	5,470
16	HALLMARK HALL OF FAME(S)	20.3	5,390
17	CBS EVENING NEWS-RATHER	20.1	5,330
18	GLORIA#	19.5	5,160
19	ARCHIE BUNKER'S PLACE#	19.3	5,110
20	THAT'S INCREDIBLE	19.0	5,030
21	NEWHART	18.9	5,020

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING — TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 6, 1983

## NIELSEN AVERAGE AUDIENCE

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL GAME XVII(S)	53.3	27,820
2	SUPER BOWL INTRODUCTIONS(S)	39.4	20,580
3	SUPER BOWL POST XVII(S)	35.6	18,590
4	WINDS OF WAR-PART I(S)	27.0	14,120
5	A TEAM SPECIAL(S)	26.5	13,840
6	HILL STREET BLUES	21.8	11,400
7	NFL '82-NBC#	17.7	9,250
8	SHOGUN PART I(S)	15.9	8,320
9	M*A*S*H	15.8	8,260
10	DYNASTY	15.5	8,100
11	MAGNUM, P.I.	14.9	7,770
12	SIMON & SIMON	14.8	7,750
13	SHOGUN PART II(S)	14.8	7,710
14	ABC WIDE WORLD-SPORTS-SUN#	14.0	7,290
15	NBC SUNDAY NIGHT MOVIE#	13.9	7,270
16	SHOGUN PART IV(S)	13.8	7,200
17	SHOGUN PART V(S)	13.5	7,070
18	THAT'S INCREDIBLE	13.5	7,050
19	STEVE MARTIN SPECIAL(S)	13.4	6,990
20	FALL GUY	13.3	6,940
21	HART TO HART#	13.2	6,920
22	NEWHART	12.7	6,640
23	KNIGHT RIDER#	12.6	6,560
24	SHOGUN PART III(S)	12.3	6,440

CONT'D

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	CHEERS#	12.0	6,280
26	ABC SUNDAY NIGHT MOVIE#	11.6	6,080

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL GAME XVII(S)	45.5	9,230
2	WINDS OF WAR-PART I(S)	36.9	7,480
3	SUPER BOWL INTRODUCTIONS(S)	31.8	6,440
4	SUPER BOWL POST XVII(S)	27.3	5,540
5	DALLAS	22.6	4,580
6	MAGNUM, P.I.	21.1	4,280
7	60 MINUTES	20.7	4,190
8	LOVE BOAT	19.7	4,000
9	A TEAM SPECIAL(S)	19.6	3,970
10	BOB HOPE'S SUPER BOWL SP.(S)	19.3	3,920
11	SIMON & SIMON	18.5	3,740
12	THAT'S INCREDIBLE	18.2	3,690
13	CBS EVENING NEWS-RATHER	18.2	3,680
14	FALCON CREST	17.3	3,500
15	NEWHART	17.1	3,470
16	ABC WIDE WORLD-SPORTS-SUN#	16.8	3,410
17	M*A*S*H	16.3	3,300
18	CBS WEDNESDAY NIGHT MOVIE#	16.2	3,290
19	SHOGUN PART II(S)	16.2	3,280
20	ABC MONDAY NIGHT MOVIE	16.1	3,270
21	DUKES OF HAZZARD	16.0	3,250
22	T.J. HOOKER	15.6	3,160

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1983 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1 WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
*EVENING																									
A TEAM SPECIAL(S)																									
1	SUN.	10.04P	60	NBC A		204 99		A 26.3 39	2191	1819	635 261	670 258	491 457	373 135				873 368	633 538	442 182			158 24v	118 81^	
		10.00 - 10.30						A 26.3 38	2191	1790	609 247	646 240	483 440	370 127				853 340	614 525	451 180			164 22v	127 84^	
		10.30 - 11.00						A 26.4 39	2199	1856	652 268	681 271	501 470	375 132				895 394	652 551	436 182			160 25v	120 87^	
ABC FRIDAY NIGHT MOVIE																									
1	FRI.	9.00P	109	ABC FF		8 185 196 96 99		A 13.6 21	1133	2034	546 226	631 277	474 391	297 124				643 283	462 415	305 132			260 118	500 349	
2	FRI.	8.30P	150					B 11.6 19	966	1923	597 248	673 277	492 430	336 135				681 254	489 463	362 148			231 112	338 255	
		8.30 - 9.00						A 13.0 20	1083	1914	581 248	663 228	488 440	362 144^				574 197^	369 349	275 151^			226 115^	451 338	
		9.00 - 9.30						A 12.8 20	1066	2061	513 227	594 266	447 383	276 112^				623 266	431 408	307 132			282 122	562 401	
		9.30 - 10.00						A 12.4 19	1033	2047	514 215	600 260	444 364	283 119				637 273	451 413	309 127			270 117	540 386	
		10.00 - 10.30						A 14.2 23	1183	2078	572 238	665 303	509 399	302 133				665 314	497 424	305 133			256 121	492 326	
		10.30 - 11.00						A 18.0 29	1499	2103	586 233	641 273	479 404	307 136^				696 315	532 479	324 114^			266 129^	500 357	
ABC MONDAY NIGHT MOVIE																									
MON.		9.00P	120	ABC FF		3 197 190 99 99		A 20.7 31	1724	1443	766 293	801 256	471 441	408 270				564 203	338 328	259 190			48^ 29^	30^ 23^	
		9.00 - 9.30						B 19.6 30	1633	1509	759 290	806 277	465 449	393 258				567 220	351 326	249 181			88 43	48 37	
		9.30 - 10.00						A 20.1 28	1674	1457	754 267	777 211	440 426	408 290				552 176	320 312	261 198			73 44^	55^ 45^	
		10.00 - 10.30						A 20.9 30	1741	1414	776 287	801 248	464 445	406 279				552 195	335 324	250 185			37^ 27^	24^ 19^	
		10.30 - 11.00						A 21.4 33	1783	1431	755 299	799 274	477 435	400 256				569 216	342 335	259 190			43^ 26^	20^ 12^	
								A 20.6 34	1716	1452	767 311	816 287	492 448	414 253				567 219	345 337	257 183			46^ 21^	23^ 11^	
ABC NEWSBRIEF-M-F																									
1 M & TH		9.58P	1	ABC N		89 181 185 95 97		A 16.9 25	1408	1653	681 261	752 283	459 401	338 245				564 237	374 336	246 150			159 75	178 120	
								B 15.9 24	1324	1720	690 271	750 284	468 420	346 225				600 230	392 355	284 165			178 83	192 137	
1 TUE.		8.58P	1																						
1 W & F		9.57P	2																						
2 MON.		9.54P	2																						
2 TU-TH		9.58P	1																						
2 FRI.		10.00P	1																						
ABC NEWSBRIEF-SAT.																									
1 SAT.		9.58P	1	ABC N		17 186 194 96 95		A 23.3 37	1941	1714	775 301	833 251	424 420	396 346				554 218	340 284	240 199			175 84	152 116	
2 SAT.		10.02P	2					B 19.5 32	1624	1791	758 311	831 281	474 424	381 305				593 224	362 332	263 195			176 94	191 145	
ABC NEWSBRIEF-SUN.																									
1 SUN.		8.35P	1	ABC N		18 187 182 97 95		A 13.2 18	1100	1735	547 270	606 266	418 394	290 142				678 293	468 448	311 161			210 47^	241 187	
2 SUN.		7.40P	1					B 17.5 26	1458	1835	675 283	725 295	492 446	349 180				775 322	549 499	378 171			187 72	148 106	
ABC SPORTS UPDATE-SAT																									
SAT.		8.58P	1	ABC SN		18 173 189 94 95		A 18.1 28	1508	1936	781 287	846 295	455 432	354 342				602 217	359 331	267 224			217 62^	271 176	
								B 16.5 27	1374	1771	709 281	774 216	420 400	400 298				675 227	404 384	335 225			147 59	175 118	
ABC SPORTS UPDATE-SUN																									
1 SUN.		9.58P	1	ABC SN		17 190 98		A 16.1 23	1341	1799	537 180	635 275	469 372	293 153^				664 268	511 470	347 128^			330 60^	170^ 156^	
								B 15.2 23	1266	1877	664 303	751 280	465 416	349 237				740 288	515 470	373 178			167 55	219 153	
ABC SUNDAY NIGHT MOVIE																									
1 SUN.		9.00P	120	ABC FF		14 197 99		A 14.9 22	1241	1718	552 211	658 299	482 367	293 164^				638 258	492 469	326 119^			239 61^	183^ 151^	
		9.00 - 9.30						B 18.2 28	1516	1856	690 288	746 314	529 462	362 169				776 332	573 510	380 153			192 71	142 103	
		9.30 - 10.00						A 10.8 15	900	1857	509 177^	628 262^	457 370	293 158^				555 222^	434 444	277 93^			463 84^	211^ 196^	
		10.00 - 10.30						A 15.6 22	1299	1649	538 182^	658 302	503 394	297 142^				666 298	529 506	320 111^			141^ 63^	184^ 169^	
		10.30 - 11.00						A 17.0 26	1416	1760	583 237	683 313	489 363	296 183				651 246	487 459	347 136^			240 62^	186 137^	
								A 16.3 26	1358	1626	549 234	645 302	470 340	291 164^				635 247	484 460	333 120^			190 38v	156^ 110^	
ABC WORLD NEWS TONIGHT																									
M-F		6.30P	30	ABC N		90 198 201 98 99		A 12.6 21	1050	1530	663 181	696 154	301 312	341 334				647 179	332 322	321 268			94 36^	93 48^	
								B 12.2 21	1016	1556	689 200	736 182	335 328	350 336				638 180	331 327	321 255			77 36	105 63	
ABC WRLD NEWS TONIGHT-SUN																									
1 SUN.		6.30P	30	ABC N		14 157 87		A 4.6 7	383	1478	749 149v	788 107v	206^233^	399^498^				433^ 71v	180^279^	232^154v			191^ LT	66v LT	
								B 8.1 14	675	1609	764 234	819 207	366 337	362 407				634 164	302 323	299 276			54 25	102 69	

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN			18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																

2 SUN.	6.30P	30	CBS	N		90	B 10.3	19	858	1586	711	214	766	164	309	318	339	396	645	151	308	308	331	272	64	40	111	68
CBS SAT. NEWS-SCHIEFFER					10	157	A 11.3	20	941	1625	680	182	763	145	290	242	356	438	676	176	311	290	339	321	87^	39^	99^	35^
SAT.	6.30P	30	CBS	N		89	B 10.6	19	883	1543	691	195	756	130	275	278	356	415	642	161	294	279	305	296	65	39	80	37
CBS SAT. NIGHT MOVIE					16	190	A 14.3	23	1191	1664	659	272	729	260	474	458	366	201	660	268	486	456	356	123	177	72^	98^	81^
1 SAT.	9.00P	120	CBS	FF		98	B 15.6	27	1299	1787	715	280	772	231	465	441	407	250	672	238	433	395	356	187	177	70	166	130
2 SAT.	8.30P	150																										
8.30 - 9.00							A 13.6	21	1133	1638	689	307	782	297	488	452	360	245	619	227	467	413	354	116^	172^	92^	65^	65^
9.00 - 9.30							A 13.9	21	1158	1815	693	282	766	263	495	488	401	211	726	312	550	495	373	125	198	88^	125	99^
9.30 - 10.00							A 14.6	23	1216	1754	678	282	752	261	486	476	384	208	688	292	516	474	356	119	190	76^	124	99^
10.00 - 10.30							A 14.8	25	1233	1570	638	254	707	254	455	444	352	192	626	251	442	441	342	124	159	60^	78^	65^
10.30 - 11.00							A 14.4	25	1200	1548	607	250	669	246	453	424	328	177	627	237	440	435	354	130	169	61^	83^	72^
CBS WEDNESDAY NIGHT MOVIE					9	195	A 18.0	26	1499	1299	663	235	701	168	323	377	392	295	515	107^	256	265	310	219	52^	26^	31^	19^
2 WED.	8.00P	180	CBS	FF		99	B 15.3	24	1274	1449	740	303	805	205	421	433	446	308	488	143	269	254	266	179	91	58	65	40
8.00 - 8.30							A 18.5	28	1541	1326	652	256	704	161	295	344	374	325	484	115^	243	223	272	200	55^	42^	83^	58^
8.30 - 9.00							A 17.6	26	1466	1259	644	247	700	158^	296	346	379	322	454	92^	209	205	263	209	51^	34^	54^	31^
9.00 - 9.30							A 17.1	24	1424	1298	681	266	723	181	341	389	394	299	507	127^	250	247	278	226	37^	15^	31^	20^
9.30 - 10.00							A 17.5	25	1458	1298	683	259	715	184	343	385	397	292	527	123^	262	265	315	226	46^	20^	10^	17^
10.00 - 10.30							A 18.7	28	1558	1306	667	207	691	165	333	408	411	267	556	99^	284	324	356	223	59^	21^	17^	17^
10.30 - 11.00							A 18.5	29	1541	1293	650	175	670	153^	321	387	403	267	566	95^	283	323	365	234	57^	25^	17^	17^
CHEERS					4	194	A 14.9	22	1241	1655	652	332	707	301	455	412	296	201	659	344	505	375	250	118^	212	123^	77^	59^
1 THU.	9.30P	30	NBC	CS		96	B 14.5	21	1208	1733	752	312	801	337	531	470	341	223	619	291	445	350	265	134	184	104	129	86
CHIPS					15	199	A 13.3	19	1108	2300	722	337	787	237	449	416	338	292	753	329	509	398	306	191^	317	184^	443	273
2 SUN.	7.00P	60	NBC	OP		96	B 16.0	24	1333	2255	710	298	778	293	521	462	363	205	693	287	494	415	325	156	309	131	475	333
7.00 - 7.30							A 11.8	17	983	2256	739	338	797	224^	443	424	345	307	753	318	501	399	309	196^	309	185^	397	241^
7.30 - 8.00							A 14.8	21	1233	2326	705	333	775	244	451	407	333	279	749	340	512	395	300	186^	323	184^	479	297



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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
DALLAS						17	205	201	A	25.4	39	2116	1629	801	298	880	253	426	419	397	389	526	176	277	266	230	216	88	31	135	71
FRI., 9.00P 60 CBS GD						99	99		B	24.5	39	2041	1622	827	298	891	250	429	423	404	390	526	174	278	261	232	214	79	44	126	77
9.00 - 9.30									A	24.6	38	2049	1633	792	286	872	250	418	405	390	394	529	178	281	265	228	219	89	30	143	70
9.30 - 10.00									A	26.3	40	2191	1613	808	306	884	253	430	429	403	384	516	171	271	262	229	211	86	33	127	72
DEM.RESPONSE-ANALYSIS-NBC(S)						204			A	8.2	14	683	1457	632	304	710	114	257	310	366	353	698	165	366	411	366	259	20	17	29	17
1 TUE., 10.45P 15 NBC N						99																									
DIFF'RENT STROKES-SAT.						16		204	A	17.1	27	1424	2015	635	275	743	236	391	354	326	278	470	198	289	270	187	147	331	174	471	265
2 SAT., 8.00P 30 NBC CS						97			B	15.1	26	1258	2019	731	265	807	268	438	377	317	307	543	201	317	291	227	176	260	132	409	286
DUKES OF HAZZARD						18	198	201	A	17.7	28	1474	1940	628	221	683	204	338	308	316	303	551	194	304	245	260	219	146	45	560	283
FRI., 8.00P 60 CBS CS						99	99		B	17.1	28	1424	1901	656	212	702	192	331	327	320	316	557	171	283	265	266	237	150	63	492	264
8.00 - 8.30									A	16.4	26	1366	1975	610	205	663	203	334	300	299	292	563	206	318	243	254	221	151	50	598	306
8.30 - 9.00									A	19.1	30	1591	1890	637	230	692	201	338	318	330	306	535	183	287	242	259	217	140	40	523	260
DYNASTY						14	201	200	A	25.2	38	2099	1603	799	308	889	376	557	474	377	261	531	269	386	327	193	114	107	65	76	52
WED., 10.00P 60 ABC GD						99	99		B	22.3	36	1858	1593	800	322	884	360	557	484	397	250	543	248	376	317	224	130	101	58	65	38
10.00 - 10.30									A	25.0	37	2083	1611	791	302	881	377	554	463	364	264	535	279	397	322	190	111	113	67	82	54
10.30 - 11.00									A	25.4	39	2116	1588	803	311	893	375	559	483	386	257	520	260	374	331	192	112	102	62	73	49
FACTS OF LIFE						14	201		A	19.4	28	1616	1821	742	300	814	311	475	407	312	293	450	192	257	197	138	151	295	212	262	185
1 WED., 9.00P 30 NBC CS						98			B	17.9	27	1491	1765	749	284	833	302	473	408	333	305	487	185	293	249	202	160	244	154	201	139
FALCON CREST						17	206	201	A	22.0	36	1833	1482	784	289	840	224	402	440	413	351	478	145	252	254	228	189	93	42	71	50
FRI., 10.00P 60 CBS GD						99	99		B	20.6	36	1716	1546	821	286	880	231	421	428	426	373	487	141	248	239	237	197	94	56	85	61
10.00 - 10.30									A	22.0	36	1833	1496	787	293	844	230	407	449	415	347	482	148	248	248	223	198	96	44	74	52
10.30 - 11.00									A	21.9	36	1824	1465	781	284	835	217	396	434	413	354	477	143	255	257	232	186	88	40	65	48
FALL GUY						14	196	197	A	21.1	30	1758	1725	666	261	734	273	437	385	326	242	599	256	394	345	262	166	182	76	210	143
WED., 9.00P 60 ABC A						98	99		B	19.5	29	1624	1812	668	261	717	275	465	424	352	192	671	281	459	397	312	169	193	66	231	164
9.00 - 9.30									A	19.7	28	1641	1739	659	245	721	262	424	381	324	241	593	246	381	336	266	170	192	74	233	159
9.30 - 10.00									A	22.4	32	1866	1711	670	272	741	279	447	389	329	241	607	267	407	354	256	161	175	79	188	126
FAME						17	185		A	13.9	21	1158	1911	658	252	734	321	476	386	321	216	627	327	430	329	220	139	300	182	250	204
1 THU., 8.00P 60 NBC GD						91			B	13.6	21	1133	1919	704	281	779	336	520	426	315	211	557	259	397	326	234	127	271	169	312	228
8.00 - 8.30									A	13.3	20	1108	1946	684	258	755	313	480	399	341	234	638	315	426	333	236	153	302	172	251	206
8.30 - 9.00									A	14.4	21	1200	1883	635	245	715	329	472	377	305	201	618	339	435	328	206	128	302	193	248	203
FAMILY TIES						15	200		A	16.6	24	1383	1747	800	351	851	332	533	451	344	281	514	236	314	224	154	161	210	140	172	127
1 WED., 9.30P 30 NBC CS						98			B	15.5	23	1291	1758	772	316	854	332	508	431	331	288	515	207	323	273	206	160	228	143	161	114
FAMILY TREE						3	192	189	A	10.7	18	891	1440	658	227	778	219	412	379	396	289	421	146	243	236	202	152	133	72	108	72
SAT., 10.00P 60 NBC GD						98	95		B	10.5	18	875	1545	705	276	808	232	433	406	393	309	480	173	298	290	235	147	129	65	128	92
10.00 - 10.30									A	10.2	17	850	1476	676	238	791	215	419	385	411	297	443	154	248	244	206	165	126	73	116	73
10.30 - 11.00									A	11.1	19	925	1403	642	216	766	223	408	376	381	282	400	140	236	229	194	143	136	71	99	71
FANTASY ISLAND						12	198		A	17.5	31	1458	1706	707	234	737	239	452	432	411	210	454	205	278	260	174	143	316	110	199	151
1 SAT., 10.00P 60 ABC A						99			B	16.4	29	1366	1730	735	299	804	310	514	456	373	230	555	241	376	334	231	145	198	106	173	133
10.00 - 10.30									A	18.4	32	1533	1691	685	223	717	227	437	419	403	211	453	205	279	257	172	143	330	115	191	148
10.30 - 11.00									A	16.6	30	1383	1711	729	244	757	254	468	445	417	209	452	204	276	260	171	144	297	101	205	155
FILTHY RICH						3	190	193	A	14.4	21	1200	1787	646	287	745	302	493	393	307	225	556	218	393	360	279	130	256	124	230	155
MON., 8.30P 30 CBS CS						98	99		B	13.9	20	1158	1881	660	303	764	327	504	406	288	224	563	245	414	357	261	119	254	119	300	201
G.E. THEATER(S)						199			A	17.2	25	1433	1410	738	252	812	256	462	424	413	294	447	110	241	249	235	177	111	46	40	15
CONT'D																															

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)																				
EVENING CONT'D																													
G.E. THEATER(S)-CONT'D																													
1	WED.	9.00P	120	CBS	GD	99																							
		9.00 - 9.30						A 15.8	23	1316	1447	733	206	788	231	427	405	390	305	445	89^	47^	73^	37^					
		9.30 - 10.00						A 17.3	25	1441	1483	768	225	817	258	460	440	422	295	468	101^	248	269	252	184	144^	58^	54^	20^
		10.00 - 10.30						A 17.8	26	1483	1381	734	274	820	266	469	420	417	295	442	116^	249	254	234	164	97^	49^	22^	6^
		10.30 - 11.00						A 18.1	28	1508	1311	706	293	807	264	481	430	415	274	423	130^	248	248	216	150^	64^	31^	17^	LT
GIMME A BREAK																													
1	THU.	9.00P	30	NBC	CS	99		A 16.4	24	1366	1667	593	272	673	308	418	335	247	220	580	305	437	322	207	123^	286	186	128^	86^
								B 15.3	23	1274	1784	743	282	822	333	530	446	336	248	524	251	385	287	220	114	235	147	203	137
GLORIA																													
1	SUN.	8.30P	30	CBS	CS	99		A 13.6	18	1133	1528	716	190^	783	200^	293	279	275	455	445	139^	246	204^	180^	184^	174^	117^	126^	103^
								B 19.4	29	1616	1632	764	292	829	231	384	366	349	388	568	180	291	280	251	235	103	67	132	88
GOLD MONKEY																													
	WED.	8.00P	60	ABC	A	97	99	A 14.9	22	1241	1779	644	215	710	258	445	404	331	214	569	206	364	335	279	167	207	86^	293	202
		8.00 - 8.30						B 15.3	23	1274	1892	641	265	684	281	463	424	326	172	646	263	454	412	311	154	230	88	332	244
		8.30 - 9.00						A 14.1	21	1175	1762	643	214	719	257	446	403	340	221	564	194	356	330	285	169	196	80^	283	188
								A 15.8	23	1316	1770	642	215	698	260	443	400	321	206	562	214	364	331	269	162	211	87^	299	210
GREATEST AMERICAN HERO																													
	THU.	8.00P	60	ABC	A	96	98	A 12.4	18	1033	2117	640	223	690	275	440	379	269	216	597	267	430	419	271	121	278	102^	552	378
		8.00 - 8.30						B 13.1	19	1091	2041	635	228	685	293	447	389	262	198	635	302	455	392	259	137	234	103	487	336
		8.30 - 9.00						A 12.1	18	1008	2115	642	215	689	273	436	368	266	222	594	260	412	406	269	135	276	100^	556	384
								A 12.9	19	1075	2072	622	227	673	271	439	381	266	203	584	265	437	418	263	106^	279	102^	536	364
HALLMARK HALL OF FAME(S)																													
						197		A 19.3	30	1608	1571	799	316	878	256	498	465	407	335	470	124^	276	282	291	150	139^	73^	84^	47^
2 TUE. 9.00P 120 CBS GD 99																													
		9.00 - 9.30						A 16.9	24	1408	1650	825	311	889	262	492	458	398	355	476	118^	269	282	295	162^	139^	60^	146^	82^
		9.30 - 10.00						A 18.9	28	1574	1569	798	309	861	254	481	452	390	333	474	127^	284	287	295	143^	126^	70^	108^	47^
		10.00 - 10.30						A 20.8	33	1733	1519	789	323	881	265	514	473	413	326	454	124^	264	269	277	144	136^	73^	48^	31^
		10.30 - 11.00						A 20.6	35	1716	1552	791	322	877	244	503	471	421	327	474	128^	284	291	295	148	152	84^	49^	32^
HAPPY DAYS 16 197 204																													
	TUE.	8.00P	30	ABC	CS	97	99	A 16.2	24	1349	1824	669	254	740	304	472	388	299	232	500	237	350	287	206	106	284	145	300	215
								B 18.4	28	1533	1932	686	287	757	348	533	425	297	183	496	239	359	304	203	102	291	163	388	255
HART TO HART 14 198																													
	2 TUE.	10.00P	60	ABC	PD	99		A 18.4	30	1533	1546	689	239	731	267	440	428	354	224	674	311	452	360	258	187	70^	47^	71^	27^
		10.00 - 10.30						B 19.1	32	1591	1634	758	299	825	335	559	484	386	212	582	260	404	350	243	136	133	79	94	57
		10.30 - 11.00						A 18.3	29	1524	1570	686	229	735	278	446	423	345	225	674	314	457	353	259	183	74^	49^	87^	37^
								A 18.5	31	1541	1518	691	246	725	256	432	432	360	222	673	307	447	368	257	191	66^	45^	54^	16^
HILL STREET BLUES 18 214 212																													
	THU.	10.00P	60	NBC	OP	99	99	A 20.8	33	1733	1718	641	327	708	318	502	449	328	165	812	398	658	536	366	123	145	47^	53^	15^
		10.00 - 10.30						B 19.3	32	1608	1712	707	325	760	327	546	492	363	166	753	366	584	503	338	128	141	59	58	34
		10.30 - 11.00						A 20.4	31	1699	1704	625	310	692	310	488	438	323	163	808	395	644	530	362	130	145	53^	59^	18^
								A 21.1	34	1758	1736	657	342	726	325	516	460	335	167	822	405	674	545	373	117	142	42^	46^	12^
IT TAKES TWO 14 189 198																													
	THU.	9.30P	30	ABC	CS	98	98	A 15.1	22	1258	1641	711	246	781	272	450	404	368	279	511	194	306	296	228	156	166	94^	183	121
								B 15.9	24	1324	1641	710	252	776	264	436	392	346	282	500	187	307	277	221	149	206	127	159	116
JEFFERSONS 16 193 200																													
	1 SUN.	9.00P	30	CBS	CS	99	99	A 13.4	19	1116	1673	687	272	749	234	371	365	314	333	547	208	325	298	245	192	195	123	182	130
	2 SUN.	10.30P	30					B 20.2	30	1683	1677	755	298	830	238	404	391	359	371	543	184	290	277	236	211	152	88	152	103
KNIGHT RIDER 16 201																													
	1 FRI.	9.00P	60	NBC	A	94		A 16.1	25	1341	1889	599	231	610	204	410	396	336	159^	671	287	490	344	322	159^	176^	63^	432	317
		9.00 - 9.30						B 15.4	25	1283	2142	659	267	709	270	480	437	358	178	711	291	501	448	347	156				

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PROGRAM NAME										AUDIENCE COMPOSITION																								
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
						WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+												
EVENING CONT'D																																		
KNOTS LANDING																																		
	THU.	10.00P	60	CBS	GD	15	193	191	A 18.8	29	1566	1440	769	257	868	315	512	461	411	279	428	166	269	226	194	134	90	41^	54^	28^				
		10.00 - 10.30							B 17.7	29	1474	1435	786	271	861	279	477	446	417	308	426	139	245	227	209	149	94	46	54	34				
		10.30 - 11.00							A 18.6	28	1549	1453	770	258	868	315	516	458	412	278	433	166	271	233	198	136	94	41^	58^	26^				
									A 19.0	30	1583	1422	766	256	867	316	510	464	409	278	424	165	268	221	191	132	83	39^	48^	28^				
LAVERNE & SHIRLEY																																		
	TUE.	8.30P	30	ABC	CS	16	195	203	A 15.9	23	1324	1703	619	254	700	296	448	381	274	215	452	203	307	262	186	108	293	132	258	183				
									B 18.5	27	1541	1901	675	291	749	348	531	424	299	175	479	230	350	293	198	97	318	179	355	241				
LITTLE HOUSE NW BEGINNING																																		
	1 MON.	8.00P	60	NBC	GD	16	201		A 17.1	24	1424	1734	767	299	821	208	352	328	340	408	451	177	231	179	129^	197	190	99^	272	182				
		8.00 - 8.30							B 17.8	26	1483	1789	808	268	880	242	419	388	386	408	495	148	254	238	218	211	153	97	261	169				
		8.30 - 9.00							A 16.6	24	1383	1717	778	301	824	199	343	326	341	423	450	166^	216	169^	127^	207	195	92^	248	169^				
									A 17.6	25	1466	1737	754	292	813	215	358	328	337	393	449	185	241	182	129^	191	185	105^	290	191				
LOVE BOAT																																		
	1 SAT.	9.00P	60	ABC	CS	16	199	203	A 23.6	37	1966	1765	801	298	865	256	429	422	401	367	531	187	303	268	231	203	186	83	183	127				
	2 SAT.	9.00P	120						B 20.6	34	1716	1795	789	307	865	278	478	429	401	330	555	196	323	302	247	194	173	90	202	148				
		9.00 - 9.30							A 20.7	32	1724	1824	790	281	859	264	425	410	385	369	507	179	286	261	217	197	205	94	253	178				
		9.30 - 10.00							A 25.4	40	2116	1791	797	287	867	254	430	423	398	367	521	186	297	260	224	199	194	83	209	150				
		10.00 - 10.30							A 24.7	40	2058	1699	787	299	844	239	406	413	401	370	586	221	349	292	247	217	162	79^	107^	69^				
		10.30 - 11.00							A 25.1	42	2091	1659	821	345	876	262	451	440	420	360	539	173	305	269	255	207	158	75^	86^	53^				
MAGNUM, P.I.																																		
	THU.	8.00P	60	CBS	PD	16	196	198	A 25.0	36	2083	1797	727	303	814	251	449	426	412	300	622	205	374	343	307	205	200	114	161	102				
		8.00 - 8.30							B 22.7	35	1891	1746	724	270	782	220	410	402	398	307	630	204	362	334	311	230	163	55	171	113				
									A 23.9	35	1991	1802	729	303	815	256	447	421	406	305	618	202	371	344	304	204	200	110	169	108				
8.30 - 9.00																																		
MAMA'S FAMILY																																		
	SAT.	9.00P	30	NBC	CS	3	191	189	A 15.9	25	1324	1632	666	219	766	211	382	369	365	315	535	180	289	281	256	197	127	72^	204	130				
									B 16.8	26	1399	1735	693	248	773	220	418	393	364	295	544	189	322	297	255	180	163	86	255	168				
M*A*S*H																																		
	MON.	9.00P	30	CBS	CS	14	194	200	A 22.8	32	1899	1714	664	296	753	290	449	410	324	254	640	280	434	387	277	174	190	81	131	73				
									B 23.0	33	1916	1700	720	312	794	312	485	434	333	261	588	252	393	347	255	166	177	85	141	95				
MATT HOUSTON																																		
	1 SUN.	8.00P	60	ABC	PD	15	193		A 11.1	15	925	1771	580	261	655	227^	420	377	359	203^	503	172^	340	372	271	131^	346	80^	267	171^				
		8.00 - 8.30							B 15.2	23	1266	1888	682	315	765	282	469	429	360	247	697	259	472	432	358	182	187	70	239	171				
		8.30 - 9.00							A 10.6	14	883	1724	570	250^	632	196^	396	365	352	205^	505	174^	336	372	266^	133^	339	82^	248^	141^				
									A 11.5	16	958	1819	594	274	678	254	442	391	370	202^	504	171^	344	373	277	131^	352	79^	285	200^				
NBC NEWS CAPSULE-M-F																																		
	1 M-F	8.58P	1	NBC	N	89	166	179	A 13.8	20	1150	1773	673	254	731	236	411	397	372	243	667	259	434	396	308	188	195	89	180	125				
	2 MON.	9.21P	1						B 13.2	20	1100	1831	725	260	785	247	424	399	355	300	593	213	357	319	265	199	193	109	260	179				
	2 TUE.	9.08P	1																															
	2 WED.	9.17P	1																															
	2 THU.	9.07P	1																															
	2 FRI.	9.12P	1																															
NBC NEWS CAPSULE-2-M-F																																		
	1 MON.	9.48P	1	NBC	N	40	175	185	A 12.8	19	1066	1740	673	245	726	242	419	393	369	244	649	264	452	359	308	169	218	103	147	104				
	1 W & F	9.58P	1						B 12.7	19	1058	1758	723	287	778	286	476	445	359	240	633	261	429	370	286	169	182	87	165	119				
	2 WED.	9.58P	1																															
	2 FRI.	9.59P	1																															
NBC NEWS CAPSULE-SAT																																		
	SAT.	8.58P	1	NBC	N	18	178	166	A 13.8	21	1150	1788	697	272	790	222	376	335	343	348	467	155	229											







# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1983 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG AUD %	SHARE %	AVG AUD (0,000)	TOTAL PERSONS (24)	LADY WORK OF HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
														TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																											
SHOGUN PART III(S)						208			A 17.9	26	1491	1764	688 215	751 266	421 432	402 215				665 218	432 436	383 180		213 112	135	88	
2 WED.		8.00P	120	NBC	GD	99			A 17.6	26	1466	1762	693 279	754 266	433 432	398 224				645 203	409 432	386 174		189 103	174	118	
8.00 - 8.30									A 17.9	26	1491	1802	715 287	764 274	441 447	409 213				665 229	431 434	380 171		213 125	160	93	
8.30 - 9.00									A 18.3	26	1524	1753	681 258	750 267	410 430	403 213				668 219	438 437	377 184		225 116	110	70	
9.00 - 9.30									A 18.0	25	1499	1717	657 241	727 251	395 417	398 208				679 222	445 439	383 188		214 98	97	66	
9.30 - 10.00																											
SHOGUN PART IV(S)						208			A 18.3	26	1524	1732	677 251	753 248	430 432	421 233				714 262	473 456	374 189		148 68	117	76	
2 THU.		8.00P	120	NBC	GD	99			A 18.0	26	1499	1742	679 235	768 256	420 400	401 268				712 264	460 435	365 204		123 63	139	88	
8.00 - 8.30									A 18.2	26	1516	1737	671 257	743 241	419 424	424 229				713 278	470 457	359 182		149 70	132	81	
8.30 - 9.00									A 18.6	27	1549	1723	666 258	739 243	433 441	420 217				703 249	468 460	378 180		163 71	118	80	
9.00 - 9.30									A 18.5	27	1541	1702	681 261	750 246	440 452	428 218				713 255	483 466	388 184		158 69	81	52	
9.30 - 10.00																											
SHOGUN PART V(S)						208			A 16.7	26	1391	1728	643 191	686 171	333 401	439 237				752 282	508 454	382 213		180 80	110	82	
2 FRI.		8.00P	180	NBC	GD	99			A 16.5	26	1374	1762	632 196	675 169	317 393	426 238				726 267	498 453	369 201		191 103	170	123	
8.00 - 8.30									A 16.2	25	1349	1749	663 213	698 180	343 414	446 233				729 278	486 448	364 206		179 102	143	103	
8.30 - 9.00									A 16.5	25	1374	1699	642 175	680 166	328 397	442 232				764 299	521 458	377 206		162 77	93	67	
9.00 - 9.30									A 16.3	25	1358	1720	641 176	673 160	330 407	452 221				791 306	550 479	401 213		162 71	94	70	
9.30 - 10.00									A 17.3	28	1441	1726	635 189	690 171	337 397	431 243				764 283	509 454	388 226		191 66	81	63	
10.00 - 10.30									A 17.6	29	1466	1686	633 191	684 173	337 392	428 244				728 256	477 428	381 223		197 65	77	64	
10.30 - 11.00																											
SILVER SPOONS						17	195		A 16.7	25	1391	1927	610 273	754 258	416 310	295 299				431 196	272 244	155 131		320 193	422	267	
2 SAT.		8.30P	30	NBC	CS	96			B 14.9	25	1241	2007	728 269	809 269	444 384	325 305				516 193	307 278	215 167		271 147	411	249	
SIMON & SIMON						15	192 192		A 22.4	32	1866	1657	681 226	759 237	441 420	389 260				661 227	416 373	340 200		143 57	94	53	
THU.		9.00P	60	CBS	PD	98	99		B 21.3	32	1774	1642	721 256	778 230	433 420	407 278				598 196	358 329	305 200		150 55	116	75	
9.00 - 9.30									A 21.8	31	1816	1666	679 225	761 233	438 420	393 265				654 222	405 361	335 204		157 69	94	56	
9.30 - 10.00									A 23.0	33	1916	1640	680 224	752 238	440 417	384 256				664 228	421 382	343 197		131 46	93	49	
60 MINUTES						18	201 205		A 19.4	28	1616	1593	759 271	806 166	319 339	382 419				630 158	316 334	335 260		67 40	90	50	
SUN.		7.00P	60	CBS	DN	99	99		B 25.5	40	2124	1638	746 274	791 174	338 347	373 387				68 183	344 346	343 280		60 26	75	46	
7.00 - 7.30									A 18.0	26	1499	1678	752 273	797 159	309 330	380 423				625 157	313 336	333 254		60 34	96	56	
7.30 - 8.00									A 20.8	29	1733	1697	765 268	812 170	327 347	384 416				631 157	318 332	335 264		70 44	84	44	
SPECIAL MOVIE PRESENT-CBS(S)						200			A 14.7	20	1225	1918	706 287	737 275	478 401	324 234				689 284	453 383	301 202		228 73	264	203	
2 SUN.		8.00P	150	CBS	FF	99			A 13.7	19	1141	1856	749 284	780 247	457 384	342 295				631 243	400 319	265 210		212 65	233	176	
8.00 - 8.30									A 13.2	17	1100	1970	722 296	757 274	479 398	323 254				648 262	420 339	270 208		244 81	321	234	
8.30 - 9.00									A 14.5	19	1208	1940	700 286	737 293	499 423	324 209				652 283	438 370	277 185		257 72	294	232	
9.00 - 9.30									A 15.1	20	1258	1911	702 282	729 288	489 406	317 215				694 288	465 402	317 186		250 76	260	210	
9.30 - 10.00									A 16.9	23	1408	1909	670 292	695 271	468 395	317 208				800 332	525 470	357 223		195 75	219	171	
10.00 - 10.30																											
SQUARE PEGS						15	187 192		A 16.7	24	1391	1912	622 262	725 286	470 386	299 225				566 244	402 350	276 127		332 184	309	212	
MON.		8.00P	30	CBS	CS	98	99		B 15.5	23	1291	1980	652 279	730 296	470 401	300 216				521 215	363 306	240 130		308 173	321	231	
SQUARE PEG (B)						195			A 12.3	19	1075	1907	595 253	694 232	396 344	289 275				475 220	329 285	190 121		217 141	173	135	
2 SAT.		8.00P	30	CBS	CS	99																					
STATE-UNION ANA ST (CBS(S)						197			A 11.6	19	966	1981	643 158	718 124	217 254	337 425				502 89	196 200	294 256		68 42	95	62	
1 TUE.		10.22P	14	CBS	N	99																					
STATE-UNION ANA ST (NBC(S)						204			A 11.7	18	975	1910	702 278	755 116	294 332	410 385				664 140	323 352	387 279		40 5	51	30	
1 TUE.		9.50P	27	NBC	N	99																					



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# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																									
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK	DAY	START TIME	DUR	NET	PROG TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES	KEY	Avg. Aud. Share %	Avg. Aud. (0,000)	TOTAL PERSONS (2+)	LADY WORK. OF HOUSE WOM	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM	CHILDREN (2-11) TOTAL 6-11										
LATE FRINGE CONT'D																																			
FAST WORD										57	171	172	A	2.5	10	208	1043	448	153	491	149	279	236	250	193	547	114	306	371	365	163	LT	LT	LT	LT
1	M-F	12.00M	60	ABC N			90 90	B	2.7	11	225	1156	540	187	581	156	326	318	327	190	532	185	310	311	267	167	34	LT	LT	LT	LT				
2	M-TH	12.00M	60																																
2	FRI.	12.00M	62																																
		12.00 - 12.30						A	3.0	10	250	1096	500	148	548	176	319	252	272	208	540	112	308	356	356	168	LT	LT	LT	LT	LT	LT			
		12.30 - 1.00						A	2.0	9	167	1000	371	179	413	119	227	216	216	168	587	131	323	401	396	168	LT	LT	LT	LT	LT	LT			
LATE MOVIE I										96	168	161	A	7.1	23	591	1252	628	238	703	232	420	372	333	215	476	202	352	315	213	101	51	21	22	16
1	MTWTH	11.30P	71	CBS FF			89 87	B	5.9	20	491	1291	645	291	715	233	428	406	369	209	506	214	349	315	227	119	58	30			12	LT			
1	WED.	11.30P	72																																
2	M & TU	11.30P	71																																
2	W & TH	11.30P	72																																
2	FRI.	11.30P	78																																
		11.30 - 12.00						A	7.5	21	625	1267	649	255	732	249	439	393	349	215	476	192	341	299	220	113	46	26			13	13			
		12.00 - 12.30						A	7.0	25	583	1225	613	228	683	220	408	357	321	214	470	205	352	324	206	95	52	18			20	14			
LATE MOVIE II										96	168	161	A	4.5	26	375	1192	544	203	592	176	368	362	328	153	520	208	382	341	245	107	40	LT	40	16
1	MON.	12.41A	51	CBS FF			89 86	B	4.1	24	342	1181	551	265	626	211	407	385	333	156	497	214	352	318	232	103	46	17			LT	LT			
1	TUE.	12.41A	46																																
1	WED.	12.42A	49																																
1	THU.	12.41A	48																																
2	M & TU	12.41A	53																																
2	WED.	12.42A	51																																
2	THU.	12.42A	48																																
2	FRI.	12.48A	42																																
		1.00 - 1.30						A	4.4	28	367	1153	513	191	559	166	354	360	319	129	522	198	376	343	256	114	41	LT			31	LT			
NBC LATE NIGHT MOVIE										18	56	60	A	1.6	5	133	789	383	173	541	143	383	316	398	150	248	113	181	196	135	52	LT	LT	LT	LT
1	SUN.	11.34P	43	NBC FF			38 39	B	1.5	5	125	600	257	78	286	109	199	159	135	76	289	153	221	191	106	65	LT	LT	LT	LT	LT	LT			
2	SUN.	11.30P	44																																
		11.30 - 12.00						A	1.7	5	142	1117	649	246	832	281	670	571	536	149	485	225	330	408	260	77	LT	LT	LT	LT	LT	LT			
NBC NEWS OVERNIGHT-M F										89	147	145	A	1.6	14	133	789	383	173	541	143	383	316	398	150	248	113	181	196	135	52	LT	LT	LT	LT
1	MON.	1.30A	32	NBC N			90 90	B	1.5	14	125	600	257	78	286	109	199	159	135	76	289	153	221	191	106	65	LT	LT	LT	LT	LT	LT			
	TUE.	1.30A	31																																
1	W & TH	1.30A	44																																
1	FRI.	2.00A	30																																
2	MON.	1.30A	45																																
2	WED.	1.30A	33																																
2	THU.	1.30A	30																																
2	FRI.	2.00A	29																																
		1.30 - 2.00						A	1.5	13	125	336	88	40	104	40	40	LT	40	64	232	112	160	136	48	72	LT	LT	LT	LT	LT	LT			
		2.00 - 2.30						A	2.0	16	167	1000	444	257	599	324	437	281	245	162	497	306	371	211	78	113	LT	LT	LT	LT	LT	LT			
NCAA BASKETBALL FRI(S)										181			A	4.8	16	400	1108	366	205	383	88	238	223	247	100	680	338	539	475	308	107	24	LT	21	21
1	FRI.	11.30P	129	CBS SE			94																												
		11.30 - 12.00						A	6.2	15	510	1111	763	540	160	327	350	317	123	574	227	385	381	310	136	30	LT			48	48				
		12.00 - 12.30						A	4.4	13	387	1082	407	224	403	71	256	235	283	97	657	314	502	477	327	90	LT	LT	LT	LT	22	22			
		12.30 - 1.00						A	4.0	15	333	1078	297	183	297	36	144	147	207	114	751	400	597	517	318	120	30	LT	LT	LT	LT	LT	LT		
		1.00 - 1.30						A	4.5	21	375	1096	256	139	256	53	184	131	173	72	795	467	723	576	290	72	45	LT	LT	LT	LT	LT	LT		
SATURDAY NIGHT										100	199		A	7.8	22	600	1111	763		540	160	327	350	317	123	574	227	385	381	310	136	30	LT	48	48
1	SAT.	11.30P					98 97	B	7.2	22	600	1111	763	540	160	327	350	317	123	574	227	385	381	310	136	30	LT	LT	LT	LT	22	22			
		11.30 - 12.00																																	
		12.00 - 12.30																																	
		12.30 - 1.00																																	
		1.00 - 1.30																																	
CONT'D																																			

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35 KEY: A-CURRENT REPORT    - SEASON AVERAGE    FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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[illegible]

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1983 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	NO. OF STATIONS & PROGRAM COVERAGE	KEY	Avg. AUD. SHARE %	Avg. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORKING HOUSEWOM	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																															
NBC REPORTS(S)																															
2	TUE.	4.00P	60	NBC	N			132	A	4.6	12	383	1786	714	34v	714	181^	348^	280^	298^	339^	79^	7^	68^	154^	248^	241^	183^	111^	94^	81^
		4.00 - 4.30						83	A	3.9	11	325	1412	710^	27v	710^	255^	390^	231^	255^	320^	404^	44v	75^	148^	256^	256^	218^	108^	80^	80^
		4.30 - 5.00							A	5.2	12	433	1372	719	39v	719	128v	317^	314^	328^	358^	388^	44v	64^	159^	243^	229^	161^	117^	104^	80^
NEWSBREAK-1157																															
M-F		11.57A	2	CBS	N	92	179	177	A	7.6	30	633	1246	886	12v	760	176	339	324	379	371	306	10v	114	220	116	159	27^	14v	153	31^
						91	90		B	7.1	30	591	1244	886	12v	742	184	327	310	330	362	343	10v	149	121	108	175	38	19	121	39
NEWSBREAK 357																															
M-F		3.57P	2	CBS	N	92	189	189	A	6.3	19	525	1265	818	12v	885	185	436	416	478	396	185	33v	79^	69^	88^	98^	84^	62^	111^	32^
						98	98		B	6.3	20	525	1252	843	15v	910	215	457	442	462	395	176	50v	77^	60	74	86	78	51	88	42
ONE LIFE TO LIVE																															
M-F		2.00P	60	ABC	DD	89	201	201	A	8.5	29	708	1198	816	22v	908	442	643	490	348	205	163	90	113	67^	53^	39^	54^	44^	74^	25^
		2.00 - 2.30				99	99		B	8.2	30	683	1269	804	22v	901	435	645	479	356	207	219	10v	113	64	69	68	73	50	74	27
		2.30 - 3.00							A	8.5	29	708	1177	808	22v	899	442	637	49	337	205	161	91	113	64	49^	37^	43^	36^	74^	25^
									A	8.6	30	716	1191	809	22v	895	431	633	491	353	200	163	88	116	66^	53^	40^	63^	51^	74^	22^
PRICE IS RIGHT 1																															
1 M-F		11.00A	30	CBS	AP	92	203	202	A	7.2	31	600	1282	671	60^	760	190	337	308	333	393	328	89^	129	127	109	173	14^	8v	180	37^
2 M-TH		11.00A	30			99	99		B	7.0	32	583	1272	684	8v	744	190	324	297	305	383	363	117	158	142	116	185	40	17	125	39
2 FRI.		11.08A	22																												
PRICE IS RIGHT 2																															
M-F		11.30A	30	CBS	AP	93	204	203	A	9.3	38	775	1280	673	64^	759	180	321	301	359	398	340	77^	126	128	137	187	18v	12v	163	32^
						99	99		B	8.5	37	708	1287	689	94	753	184	318	291	316	396	372	117	155	128	119	197	42	17	120	36
RYAN'S HOPE																															
						89	176	176	A	5.8	21	483	1215	775	215	859	410	608	479	329	211	224	126	159	113^	65^	59^	37^	27v	95^	17^
M-F		12.30P	30	ABC	DD	95	95		B	5.7	22	475	1222	731	198	826	394	576	448	330	204	233	108	144	115	78	78	64	48	94	57
SALE OF THE CENTURY																															
1 M-F		10.30A	30	NBC	QG	25	148	145	A	4.5	20	375	1071	690	108^	781	211^	384	314	344	369	336	75^	142^	152^	128^	178	80^	46^	174	56^
2 M-TH		10.30A	30			86	85		B	4.5	20	375	1052	718	118	767	220	375	325	330	345	354	121	171	157	125	162	85	45	146	37
2 FRI.		10.30A	18																												
SEARCH FOR TOMORROW																															
M-F		12.30P	30	NBC	DD	90	168	167	A	2.6	9	217	1000	777	100	841	257^	424	295	333	383	313	110^	128^	93^	65^	161^	38v	28v	106^	28v
						86	86		B	2.6	10	217	1000	777	100	863	246	375	315	322	419	273	79	105	85	96	151	43	32	86	27
TATTLETALES																															
M-F		4.00P	30	CBS	QG	92	111	114	A	3.2	9	267	1000	777	100	853	165^	334	326	389	468	255	53v	79^	52v	82^	169^	48v	22v	131^	60^
						63	64		B	2.8	9	233	1000	777	100	828	213	375	367	365	385	276	68	88	74	97	178	45	25	95	42
TODAY SHOW 730AM																															
M-F		7.00A	10	NBC	N	90	209	209	A	4.1	21	342	1000	777	100	702	111^	242	323	388	369	520	87^	227	271	254	234	56^	30v	44v	18v
						99	99		B	4.1	22	342	1000	777	100	693	97	232	320	390	354	493	80	197	249	265	226	50	28	60	36
TODAY SHOW 830AM																															
M-F		8.00A	10	NBC	N	90	209	209	A	4.8	22	400	1000	777	100	754	132^	282	318	344	382	455	53^	132^	185	205	257	38v	38v	38v	17
						99	99		B	4.4	21	367	1000	777	100	748	128	268	304	341	398	403	48	131	163	189	228	26	21	37	17
\$25,000 PYRAMID																															
M-F		10.00A	10	CBS	QP	93	157	158	A	4.5	20	375	1000	777	100	797	205	357	329	369	391	283	47^	117^	119^	147^	145^	35v	13v	130^	17
						87	87		B	3.9	19	325	1000	777	100	752	210	352	344	337	334	321	113	164	138	115	139	43	22	130	39
WHEEL OF FORTUNE																															
1 M-F		11.00A	10	NBC	QG	24	196	195	A	5.9	25	491	1000	777	100	810	201	345	318	362	412	314	56^	110^	115^	119^	189	29v	21v	108^	27v
2 M-TH		11.00A	30			96	96		B	5.7	24	475	1000	777	100	816	216	361	330	353	397	323	100	144	117	109	163	37	26	120	32
2 FRI.		11.09A	21																												
YOUNG AND THE RESTLESS																															
M-F		12.30P	60	CBS	DD	94	203	203	A	8.0	29	666	1000	777	100	868	263	453	405	416	362	259	89^	129	110	104	110	24^	14v	151	11
						99	99		B	7.9	31	658	1000	777	100	898	251	449	417	408	393	226	87	121	94	89	91	30	22	94	11
		12.30 - 1.00							A	7.9	30	658	1000	777	100	864	256	441	396	405	372	264	90	132	112	108	111	24^	14v	151	11
		1.00 - 1.30							A	8.1	29	675	1000	777	100	864	265	461	409	427	350	248	83^	119	101	100	111	22v	12v	94	11

KEY:

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1983 REPORT

## AUDIENCE COMPOSITION

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
							VIEWERS PER 1000 VIEWING HOURS BY GENDER AND AGE GROUP																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WK	START	DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS	AD. WORK	OF INC.	HOUSE	WOMEN	TEENS (12-17)	CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
#	DAY									%	%	(0,000)	(21)	HOUSE	WOMEN	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64



1ST FEB. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11														
WEEKEND DAYTIME CONT'D																																										
BUGS BUNNY/ROAD RUNNER 1 12 199 201																			A	5.6	21	466	1727	361	79	456	164	256	208	154	169	333	174	230	123	118	60	232	73	706	397	
SAT. 9.30A 60 CBS CA 99 99																			B	4.4	17	367	1661	113	126	382	183	243	202	121	103	395	247	309	202	120	62	177	75	707	387	
9.30 - 10.00																			A	4.5	17	375	1803	384	72	496	135	241	216	184	224	328	200	256	110	112	29	280	80	699	409	
10.00 - 10.30																			A	6.8	24	566	1627	333	79	420	177	254	197	130	132	320	153	203	122	112	76	191	64	696	382	
BUGS BUNNY/ROAD RUNNER 2 11 173																			A	6.5	21	541	1460	353	10	405	188	296	266	217	22	226	134	134	93	92	36	264	142	565	235	
1 SAT. 10.30A 60 CBS CA 83																			B	6.2	22	516	1724	38	154	462	257	333	245	133	98	381	250	305	221	103	57	232	121	649	362	
10.30 - 11.00																			A	6.0	20	500	1280	309	108	366	169	287	241	197	11	179	87	87	82	92	39	232	123	503	211	
11.00 - 11.30																			A	6.9	22	575	1617	389	105	437	207	303	286	230	29	267	172	172	103	95	36	291	157	622	260	
BUGS BUNNY/ROAD RUNNER 2 1 191																			A	7.0	23	583	1557	283	187	372	154	268	215	148	90	287	168	217	93	84	44	192	64	706	295	
2 SAT. 11.00A 60 CBS CA 97																			B	7.0	23	583	1557	283	187	372	154	268	215	148	90	287	168	217	93	84	44	192	64	706	295	
11.00 - 11.30																			A	7.2	23	600	1542	277	170	373	143	265	209	153	99	259	129	182	79	94	51	192	67	718	325	
11.30 - 12.00																			A	6.9	22	575	1537	281	197	362	163	266	214	137	80	306	205	248	106	69	32	187	60	682	259	
CAPTAIN KANGAROO-SAT 19 131 137																			A	1.1	15	92	630	120	67	195	76	120	99	LT	75	131	76	76	131	55	LT	LT	LT	LT	282	163
SAT. 7.00A 60 CBS CL 84 85																			B	1.0	14	83	336	68	LT	77	LT	LT	LT	LT	75	LT	LT	LT	LT	LT	LT	LT	LT	153	84	
7.00 - 7.30																			A	.8	13	67	388	105	LT	105	LT	105	105	75	LT	89	LT	LT	89	LT	LT	LT	LT	194	89	
7.30 - 8.00																			A	1.4	16	117	1530	488	LT	633	248	428	376	274	18											

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																	
FACE THE NATION																																	
	SUN.	11.30A	30	CBS	CC	18	141 151	A	3.3	9	275	1291	559	233	582	120	250	284	284	270	451	106	204	277	305	174	79	LT	179	65			
						90	93	B	3.5	11	292	1233	512	157	536	99	195	201	211	305	547	171	271	273	258	233	49	21	101	65			
FLASH GORDON																																	
	SAT.	12.30P	30	NBC	CA	18	122 140	A	4.0	12	333	1907	375	201	439	217	355	324	201	54	361	183	286	253	157	54	347	92	760	326			
						70	79	B	4.1	13	342	1805	370	141	415	220	314	209	141	90	318	177	258	193	116	47	264	114	808	492			
FLINTSTONE FUNNIES																																	
	SAT.	8.00A	30	NBC	CA	19	192 197	A	3.8	27	317	1823	151	88	169	56	100	140	108	18	325	159	259	259	144	35	243	152	1086	650			
						96	96	B	3.4	26	283	1630	219	109	260	136	165	122	107	59	190	71	109	124	106	47	189	93	991	622			
GARY COLEMAN SHOW																																	
	SAT.	10.30A	30	NBC	CA	20	204 207	A	6.8	23	566	1728	350	163	396	183	330	278	185	49	207	157	181	181	50	14	334	201	791	445			
						96	97	B	7.1	26	591	1710	258	113	280	137	212	151	111	56	188	107	141	115	65	29	304	158	938	564			
GILLIGAN'S PLANET																																	
	2 SAT.	12.00N	30	CBS	CA	1	164	A	5.1	16	425	1273	265	131	279	97	152	185	88	94	192	153	181	80	39	11	199	93	603	198			
						84		B	5.1	16	425	1273	265	131	279	97	152	185	88	94	192	153	181	80	39	11	199	93	603	198			
GILLIGAN'S PLANET																																	
	1 SAT.	9.00A	30	CBS	CA	13	186	A	3.8	16	317	1312	126	LT	126	LT	53	82	82	44	369	167	252	155	164	72	227	LT	590	388			
						97		B	2.9	13	242	1590	264	80	272	111	170	151	103	75	353	164	242	170	149	86	231	85	734	454			
HULK/SPIDERMAN 1																																	
	SAT.	11.00A	30	NBC	CA	18	192 197	A	6.4	21	533	1702	284	118	332	158	281	243	150	41	224	177	214	224	47	LT	341	174	805	456			
						94	95	B	6.2	23	516	1694	258	107	288	155	216	156	102	56	229	141	187	146	75	32	327	128	850	479			
HULK/SPIDERMAN 2																																	
	SAT.	11.30A	30	NBC	CA	18	193 197	A	7.1	23	591	1758	301	143	330	154	286	258	155	37	233	153	208	190	80	18	375	168	820	460			
						94	95	B	6.8	24	566	1717	290	128	314	169	242	172	120	54	273	168	223	156	84	40	339	117	791	451			
IN THE NEWS 8.26AM																																	
						20	171 173	A	2.9	18	242	1083	115	29	115	21	54	54	57	61	119	LT	41	53	119	66	104	LT	745	368			
SAT. 8.26A 3 CBS CN 79 83 B 2.1 15 175 1486 206 50 212 77 143 113 112 58 228 88 159 159 119 51 219 69 827 515																																	
IN THE NEWS- 8.56AM 20 179 179 A 3.4 17 283 1583 251 99 251 51 173 160 180 64 198 100 100 38 98 60 137 LT 997 566																																	
SAT. 8.56A 3 CBS CN 84 90 B 2.9 15 242 1529 229 97 240 89 156 140 113 60 266 128 192 156 119 51 218 83 805 473																																	
IN THE NEWS- 9.26AM 20 186 185 A 3.8 16 317 1855 236 60 326 41 128 145 137 181 300 120 183 108 162 72 361 73 868 506																																	
SAT. 9.26A 3 CBS CN 97 96 B 3.4 15 283 1551 279 99 304 127 180 150 119 92 330 173 228 154 126 77 207 86 710 397																																	
IN THE NEWS- 9.56AM 13 199 201 A 5.2 19 433 1794 412 67 516 154 280 242 197 210 373 209 297 135 148 29 251 69 654 376																																	
SAT. 9.56A 3 CBS CN 99 99 B 3.9 15 325 1658 360 129 403 176 246 204 138 116 406 255 312 197 125 63 181 65 668 341																																	
IN THE NEWS 11.56AM 17 173 190 A 5.6 18 466 1532 272 144 354 209 261 193 105 53 303 202 223 100 63 64 186 89 689 297																																	
SAT. 11.56A 3 CBS CN 90 97 B 4.2 15 350 1579 365 150 451 271 300 218 147 120 356 202 236 163 100 106 184 105 588 309																																	
IN THE NEWS 12.26PM 8 144 164 A 4.0 12 333 1366 313 238 439 189 276 206 125 125 153 98 108 66 18 37 96 48 678 303																																	
SAT. 12.26P 3 CBS CN 66 84 B 4.2 14 350 1653 360 208 489 258 189 237 145 127 261 122 172 149 112 73 173 85 730 317																																	
IN THE NEWS-12.46PM 9 140 169 A 5.2 15 433 1409 200 137 234 177 145 181 134 28 254 199 199 126 40 55 240 92 681 331																																	
SAT. 12.56P 3 CBS CN 72 89 B 4.8 16 400 1555 281 136 376 175 251 214 134 100 328 171 227 172 128 99 203 91 648 340																																	
IN THE NEWS- 1.26PM 5 150 A 5.3 15 441 1664 413 308 521 278 423 127 243 56 439 276 368 316 137 50 270 120 434 149																																	
2 SAT. 1.26P 3 CBS CN 81 B 4.7 15 392 1817 319 225 491 273 361 227 149 113 386 231 322 251 131 55 225 135 715 401																																	
IN THE NEWS-10.56AM 19 173 200 A 6.8 22 566 1491 302 68 351 115 212 189 149 109 178 86 92 67 73 55 303 106 659 313																																	
SAT. 10.56A 3 CBS CN 83 99 B 5.7 21 475 1613 348 138 399 213 271 141 103 108 333 217 270 189 95 47 214 97 667 372																																	
IN THE NEWS-11.26AM 19 173 187 A 6.7 22 558 1522 296 131 407 203 297 237 172 52 264 172 186 83 72 38 208 113 643 267																																	
SAT. 11.26A 3 CBS CN 83 95 B 5.4 19 450 1643 366 156 435 230 306 222 128 105 338 216 259 180 94 57 233 127 637 353																																	
JETSONS 18 153 158 A 4.5 14 375 1555 320 162 373 180 292 257 174 56 197 79 154 138 107 25 326 91 659 376																																	
SAT. 12.00N 30 NBC CA 82 82 B 4.6 15 383 1742 347 160 401 225 300 182 141 81 253 145 214 167 96 32 277 126 811 449																																	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	WOMEN 18-25-35-64 65+								TOTAL	18-34	MEN 18-25-35-64 65+			TOTAL FEM.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																				
MEATBALL & SPAGHETTI 1 185														A	3.9	16	325	2083	264	111	420	64	175	175	167	245	188	33	69	82	155	73	422	80	1053	631
2 SAT. 9.00A 30 CBS CA 96														B	3.9	16	325	2083	264	111	420	64	175	175	167	245	188	33	69	82	155	73	422	80	1053	631
MEATBALL & SPAGHETTI 16 173														A	4.8	16	400	1538	291	85	371	258	291	200	113	LT	243	158	158	71	54	85	279	202	645	310
1 SAT. 11.30A 30 CBS CA 90														B	3.9	14	325	1608	379	159	467	241	322	225	150	115	332	204	226	167	8	90	198	116	611	315
MEET THE PRESS 18 116 176														A	3.0	9	250	1532	607	220	712	176	285	239	301	372	524	107	308	308	300	216	96	51	200	84
1 SUN. 12.00N 30 NBC CC 80 95														B	2.8	10	233	1382	531	151	606	145	202	171	177	367	571	145	294	282	268	246	87	43	116	59
2 SUN. 12.30P 30																																				
MILROSE GAMES(S) 169														A	5.8	13	483	1228	438	193	476	203	203	242	205	145	692	310	590	425	343	102	19	LT	41	LT
1 SAT. 5.11P 49 NBC SE 88														A	5.9	13	491	1189	444	202	490	207	207	238	206	160	663	300	564	392	329	99	LT	LT	36	LT
5.30 6.00																																				
MORK/LAVERNE/FONZ HOUR-1 5 186 188														A	6.4	21	533	1872	292	181	335	215	275	182	86	45	220	140	187	131	54	26	484	289	833	462
SAT. 11.00A 30 ABC CA 94 94														B	6.2	20	516	1827	255	122	290	179	243	172	88	34	218	133	188	139	74	24	401	240	918	564
MORK/LAVERNE/FONZ HOUR-2 5 186 188														A	5.9	19	491	1967	378	224	407	206	293	230	140	89	218	112	161	128	73	33	528	416	814	481
SAT. 11.30A 30 ABC CA 94 94														B	6.5	20	541	1890	305	158	342	189	270	206	119	49	276	169	227	166	90	28	380	282	892	567
NBA ON CBS 1 180														A	7.9	19	658	1470	338	157	361	72	164	179	197	158	879	401	656	645	418	162	179	78	51	26
1 SUN. 1.00P 137 CBS SE 94														B	7.9	19	658	1470	338	157	361	72	164	179	197	158	879	401	656	645	418	162	179	78	51	26
1.00 - 1.30														A	6.8	19	566	1631	289	148	347	106	187	188	178	109	843	328	682	671	465	112	324	92	117	73
1.30 - 2.00														A	7.8	20	650	1351	289	127	304	44	129	155	183	132	812	347	577	570	389	175	198	96	37	LT
2.00 - 2.30														A	7.5	18	625	1482	369	172	378	75	177	195	208	164	949	503	719	698	398	159	123	75	32	LT
2.30 - 3.00														A	8.9	20	741	1347	349	152	373	74	160	167	188	182	846	418	615	629	376	172	112	64	16	16
NBA ON CBS POST 1 180														A	5.8	13	483	1470	338	157	477	140	227	259	222	218	1114	466	845	706	556	213	56	LT	123	11
1 SUN. 3.17P 13 CBS SC 94														B	5.8	13	483	1470	338	157	477	140	227	259	222	218	1114	466	845	706	556	213	56	LT	123	11
NCAA BASKETBALL 7 191 187														A	7.1	18	511	1162	271	86	306	105	174	140	150	89	650	243	405	353	277	218	141	59	65	53
1 SAT. 3.00P 125 NBC SE 96 96														B	4.9	12	408	1061	271	115	365	114	206	178	166	127	715	296	482	417	317	187	148	71	136	103
2 SAT. 3.30P 111														A	7.7	22	641	1070	273	82	401	146	219	181	191	91	509	243	314	229	150	188	97	60	63	63
3.00 - 3.30														A	7.5	20	625	1157	294	119	334	107	187	153	189	94	654	250	403	371	277	218	135	53	34	32
3.30 - 4.00														A	6.8	17	566	1070	273	99	310	96	183	135	162	94	741	296	464	402	296	240	119	44	65	48
4.00 - 4.30														A	7.1	17	591	1154	235	62	254	94	149	113	118	75	653	229	393	352	291	226	172	70	75	64
4.30 - 5.00														A	6.5	14	541	1160	242	52	269	79	158	123	107	111	612	147	401	351	339	201	207	121	78	71
5.00 - 5.30																																				
NCAA BASKETBALL 188 179														A	6.1	16	508	1470	338	157	259	63	112	123	164	113	701	267	423	351	303	237	138	45	115	73
1 SAT. 1.00P 128 NBC SE 93 92														B	6.1	16	508	1470	338	157	259	63	112	123	164	113	701	267	423	351	303	237	138	45	115	73
2 SAT. 1.30P 128														A	4.7	14	391	808	116	89	216	15	15	56	180	145	569	321	375	204	121	194	62	62	51	51
1.00														A	5.6	15	466	1070	273	78	247	40	119	138	184	98	708	300	399	294	258	266	111	22	170	106
1.30														A	6.2	17	516	1070	273	94	278	79	111	124	162	127	691	254	400	332	302	257	120	39	144	93
2.00														A	6.4	17	533	1235	224	72	238	53	85	105	145	113	733	286	451	363	310	250	161	35	103	71
2.30 - 3.00														A	6.9	17	575	1263	218	57	242	107	170	127	121	72	735	182	497	532	471	155	213	84	73	26
3.00 - 3.30																																				
NCAA BASKETBALL 200 188														A	8.3	20	691	1470	338	157	404	123	248	250	218	128	781	319	526	501	356	202	161	56	156	14
1 SUN. 1.00P 134														B	8.3	20	691	1470	338	157	404	123	248	250	218	128	781	319	526	501	356	202	161	56	156	14
2 SUN. 1.00P 134														A	5.7	15	475	1642	466	141	512	108	292	297	248	194	814	362	633	549	353	169	154	42	162	73
1.00 - 1.30														A	6.8	18	566	1668	426	81	465	94	287	285	241	161	836	368	578	488	313	238	109	25	256	161
1.30 - 2.00														A	7.1	17	591	1484	389	154	407	113	275	243	219	132	789	317	511	501	344	206	110	18	158	12
2.00 - 2.30														A	7.6	18	633	1423	339	146	346	94	242	216	203	94	755	314	515	462	322	205	180	66	147	11
2.30 - 3.00																																				
CONT'D																																				

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1ST FEB. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKEND DAYTIME CONT'D																																				
NCAA BASKETBALL GA-CONT'D																																				
3.00 3.30														A	9.7	21	808	1421	347	188A	360	134A	191A	195A	185A	134A	725	253A	450	474	385	204A	219A	77A	117A	96A
3.30 4.00														A	13.0	28	1083	1508	382	151A	398	160A	210A	265	212A	122A	771	311	525	522	399	184A	192A	85A	147A	114A
NEW FAT ALBERT SHOW														A	5.1	15	425	1487	237A	165A	296	93A	186A	195A	173A	54V	252A	193A	193A	130A	52V	47V	212A	99A	727	362
SAT. 12.30P 30 CBS CA 72 89														B	4.7	16	392	1660	305	155	415	195	269	216	142	121	327	177	232	180	131	88	195	93	723	361
NFL '82 NBC														A	19.3	39	1608	1716	524	273	551	181	347	341	305	158	854	367	575	546	429	188	167	79A	144A	108A
1 SUN. 4.00P 112 NBC SC 99														B	10.3	27	858	1676	473	229	504	164	305	291	265	156	849	353	588	534	424	191	169	68	154	113
4.00 - 4.30														A	14.2	31	1183	1609	475	309	499	159A	307	327	300	148A	783	345	510	495	398	177A	189A	105A	138A	96A
4.30 - 5.00														A	16.5	35	1374	1560	477	236	489	149A	291	319	291	142A	809	354	535	518	432	173A	131A	89A	131A	95A
5.00 - 5.30														A	20.8	40	1733	1763	542	269	570	189	376	352	322	149	864	365	582	557	436	187	167	78A	162	126A
5.30 - 6.00														A	26.1	48	2174	1813	568	288	602	201	380	353	308	182	899	384	620	573	426	203	184	57A	128	97A
PAC MAN/RASCALS/RICHIE-1														A	5.3	27	441	1912	252A	86A	311	57V	134A	119A	157A	158A	203A	107A	176A	161A	96A	17	242A	83A	1156	726
SAT. 8.30A 30 ABC CA 99 99														B	5.3	30	441	1830	187	67	227	92	132	105	91	82	154	67	110	92	75	33	275	112	1174	757
PAC-MAN/RASCALS/RICHIE-2														A	6.9	29	575	1922	197A	112A	256	90A	140A	90A	116A	104A	132A	109A	109A	69A	23V	17	283	85A	1251	788
SAT. 9.00A 30 ABC CA 99 99														B	6.9	32	575	1899	194	76	230	105	152	127	89	67	131	76	100	76	42	21	310	120	1228	774
PAC-MAN/RASCALS/RICHIE-3														A	7.8	30	650	2069	169A	91A	223	91A	128A	74A	91A	85A	167A	128A	138A	76A	39V	23V	351	123A	1328	782
SAT. 9.30A 30 ABC CA 99 99														B	7.9	32	658	1894	189	78	220	97	142	121	87	64	133	81	106	80	46	19	326	144	1215	789
PANDAMONIUM														A	3.5	18	292	1517	202A	76V	202A	48V	134A	120A	133A	59V	211A	82V	123A	61V	129A	68V	158A	17	946	530
SAT. 8.30A 30 CBS CA 84 90														B	2.7	15	225	1578	199	56	202	74	134	133	96	46	280	118	194	159	137	63	266	108	830	522
PHOENIX OPEN GOLF-SAT(S)														A	4.0	11	333	1126	408A	41V	468A	113V	176V	157V	168V	270A	594A	267A	369A	318A	156V	225A	37V	11	77V	110V
1 SAT. 3.08P 52 CBS SE 93														A	4.0	11	333	919	399A	17	414A	48V	126V	153V	183V	261A	399A	120V	177V	135V	107V	222A	40V	17	66V	45V
3.00 - 3.30														A	4.0	11	333	1276	414A	72V	507A	162V	216A	159V	156V	276A	733	372A	508A	451A	189A	225A	36V	18V	17	17
3.30 - 4.00														A	6.2	12	516	1641	566	164A	621	154A	201A	214A	261A	380A	837	233A	414A	374A	394A	368A	72V	19V	111V	83V
PHOENIX OPEN GOLF-SUN(S)														A	6.0	13	500	1468	378A	162A	400A	90V	116V	146A	154A	254A	927	357A	530	455A	361A	325A	73V	17	68V	52V
1 SUN. 3.30P 210 CBS SE 99														A	6.2	14	516	1517	438A	169A	494	170A	202A	180A	196A	275A	845	275A	436A	394A	349A	364A	31V	17	167A	167A
3.30 - 4.00														A	6.7	14	558	1455	511	190A	558	142A	229A	224A	280A	306A	766	189A	352A	336A	380A	17V	17	114A	114A	
4.00 - 4.30														A	6.7	13	558	1747	661	167A	706	219A	306A	320A	330A	360A	919	231A	480	458	464	381A	72V	23V	50V	50V
4.30 - 5.00														A	6.6	12	550	1887	656	154A	715	175A	258A	267A	341A	420A	1009	271A	551	501	517	382A	108V	42V	50V	50V
5.00 - 5.30														A	5.6	9	466	1689	655	169A	740	146A	146A	167A	268A	532	718	179A	294A	197A	333A	404A	105V	34V	126V	35V
5.30 - 6.00														A	5.4	8	450	1784	688	131V	777	123V	123V	167A	248A	587	670	124V	219A	246A	393A	355A	107V	42V	230A	121V
6.00 - 6.30														A	3.5	11	292	1545	510A	425A	708A	350A	547A	312A	253A	105V	158V	110V	110V	68V	17	48V	17	17	679A	407A
6.30 - 7.00														B	4.2	15	350	1747	400	226	525	286	382	248	166	122	273	124	178	162	119	79	195	104	754	337
POPEYE/OLIVE COMEDY SHOW														A	2.4	18	200	1455	144V	65V	144V	44V	144V	144V	100V	17	206V	131V	131V	39V	75V	56V	35V	35V	1070A	705A
1 SAT. 12.00N 30 CBS CA 66														B	2.4	18	200	1455	144	65	144	44	144	144	100	17	206	131	131	39	75	56	35	35	1070	705
POPEYE/OLIVE COMEDY SHOW														A	7.9	19	658	1546	612	120A	657	182A	362	339	308	261	594	147A	295	279	266	266	115A	33V	180A	119A
2 SAT. 11.00A 30 CBS CA 82														B	7.9	19	658	1546	612	120	657	182	362	339	308	261	594	147	295	279	266	266	115	33	180	119
PRO BOWLERS 100H														A	6.6	16	550	1431	538	113A	589	170A	311	277	258	258	543	130A	252	232	228	264	144A	35V	157A	117A
SAT. 3.00P 30 ABC SE 93 92														A	8.1	19	675	1616	638	133A	696	216	396	344	306	270	629	154A	318	317	297	270	93A	30V	198	124A
3.30 - 4.00														A	8.8	20	733	1589	653	119A	684	166A	372	381	345	264	615	156A	310	283	271	273	111A	35V	179	115A
4.00 - 4.30														A	3.7	23	308	1896	276A	81V	379A	74V	165A	154A	202A	197A	211A	78V	163A	142A	133A	33V	247A	107A	1059	686
4.30 - 5.00														B	3.4	24	283	1757	198	88	243	99	136	111	102	97	165	65	118	95	86	42	218	60	1131	683
SCHOOLHOUSE ROCK 8.25AM														A	3.7	23	308	1896	276A	81V	379A	74V	165A	154A	202A	197A	211A	78V	163A	142A	133A	33V	247A	107A	1059	686
SAT. 8.25A 4 AM IN 94 94														B	3.4	24	283	1757	198	88	243	99	136	111	102	97	165	65	118	95	86	42	218	60	1131	683

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11				
WEEKEND DAYTIME CONT'D																																	
SCHOOLHOUSE ROCK-10.55AM SAT. 10.55A 4 ABC CN						5	192	193	A	6.2	20	516	1853	282 154	341 228	263 161	81 65	231 166	205 103	65 26	228 175	161 121	147 94	40 11	304 158	993 502	1019 565						
SCHOOLHOUSE ROCK-11.55AM SAT. 11.55A 4 ABC CN						5	186	188	A	5.6	18	466	1927	439 221	464 258	337 219	137 106	218 112	158 120	66 40	490 413	265 161	214 152	86 33	344 262	755 448	853 548						
SCOOBY DOO/PUPPY HOUR-1 SAT. 10.00A 30 ABC CA						5	192	193	A	6.3	22	525	2017	211 99	248 147	175 83	62 73	206 119	143 82	87 63	315 132	174 113	126 104	61 25	283 119	1248 663	1193 718						
SCOOBY DOO/PUPPY HOUR-2 SAT. 10.30A 30 ABC CA						5	192	193	A	7.0	23	583	1878	264 157	314 193	235 156	92 62	218 158	194 102	60 24	287 162	157 119	144 91	38 10	312 148	1059 565	1079 613						
SHIRT TALES SAT. 8.30A 30 NBC CA						20	202	201	A	5.2	26	433	1822	214 107	230 82	171 191	135 24	272 175	219 169	84 35	317 126	168 90	116 93	61 42	270 104	1003 621	958 605						
SMURFS I SAT. 9.00A 30 NBC CA						20	208	211	A	7.0	30	583	1889	275 139	302 162	257 225	129 19	222 137	181 157	72 30	311 118	188 103	137 103	70 38	301 125	1054 593	1028 602						
SMURFS II SAT. 9.30A 30 NBC CA						20	208	211	A	8.2	32	683	1911	252 101	292 156	250 231	127 17	239 176	231 188	63 17	305 125	178 103	134 105	61 32	298 127	1075 609	1012 580						
SMURFS III SAT. 10.00A 30 NBC CA						20	208	212	A	8.6	30	716	1802	277 128	326 175	277 243	135 40	214 176	207 180	38 17	311 161	198 114	146 116	70 36	304 152	951 535	989 586						
SPEED BUGGY						19	171		A	2.4	17	200	860	190 69	190 17	40 40	140 150	125 17	95 95	125 30	255 17				290 17								
1 SAT. 8.00A 30 CBS CA						79			B	2.0	16	167	1506	198 64	206 65	143 134	120 50	229 81	173 178	128 38	236 73				835 542								
SPORTSBEAT SAT. 3.00P 30 ABC SC						2	136	139	A	3.2	8	267	1254	318 75	329 108	187 165	98 142	614 157	263 263	289 321	128 17	184 184				184 184							
SPORTSWORLD 1 SUN. 12.30P 90 NBC SE						2	176	180	A	8.4	19	700	1569	433 190	482 146	314 309	279 133	822 291	535 527	413 226	159 41	106 87				106 87							
2 SUN. 3.14P 106									B	8.4	19	700	1569	433 190	482 146	314 309	279 133	822 291	535 527	413 226	159 41	106 87				106 87							
12.30 - 1.00									A	4.5	14	375	1651	507 349	549 144	365 322	376 184	833 387	662 582	408 133	271 133				LT LT								
1.00 - 1.30									A	5.7	16	475	1594	593 364	648 179	482 427	414 166	803 322	598 551	434 175	143 17				LT LT								
1.30 - 2.00									A	5.8	15	481	1754	667 311	667 222	495 451	391 172	812 291	589 521	446 191	151 17				124 36								
3.30 - 4.00									A	10.1	21	841	1639	448 114	459 120	257 290	265 136	831 274	477 495	410 272	192 79				157 122								
4.00 - 4.30									A	11.9	23	991	1486	356 140	439 139	268 266	231 128	835 288	518 521	391 244	110 9				102 102								
4.30 - 5.00									A	11.9	23	991	1429	283 147	374 137	240 250	196 90	807 260	510 533	416 227	121 28				127 127								
SUNDAY MORNING SUN. 9.00A 90 CBS N						18	168	168	A	5.5	22	458	1483	685 247	709 125	241 277	377 396	586 151	295 319	318 231	61 49				127 38								
9.00 - 9.30									B	5.1	23	425	1376	588 195	610 145	242 253	287 312	572 166	311 357	305 199	45 12				149 83								
9.30 - 10.00									A	4.8	23	400	1648	764 257	794 175	282 345	387 410	600 139	353 376	352 209	93 83				161 51								
10.00 - 10.30									A	6.0	24	500	1440	684 253	708 112	237 261	360 410	576 147	252 293	287 245	54 44				102 40								
									A	5.8	21	483	1379	601 226	620 95	202 232	372 357	587 164	293 303	324 236	47 27				125 23								
SUPERFRIENDS SAT. 8.00A 30 ABC CA						19	178	179	A	3.5	25	292	1808	270 69	356 76	175 159	191 170	184 54	139 130	130 31	254 102	162 57	117 96	91 40	208 56	1014 681	1122 685						
SUPERSTARS 2 SUN. 2.00P 113 ABC SE						1	172	88	A	9.1	20	758	1464	368 176	487 205	344 322	257 113	677 229	444 424	363 201	172 33				128 65								
2.00 - 2.30									B	9.1	20	758	1464	368 176	487 205	344 322	257 113	677 229	444 424	363 201	172 33				128 65								
2.30 - 3.00									A	7.5	17	625	1464	381 208	477 224	340 331	221 111	636 176	372 354	345 229	188 46				163 84								
3.00 - 3.30									A	8.8	20	733	1458	350 179	467 191	326 312	241 120	689 203	432 420	378 228	179 35				123 56								
3.30 - 4.00									A	9.8	20	816	1504	378 171	526 216	370 338	286 119	682 242	458 444	351 194	163 31				133 64								
									A	8.6	17	716	1405	356 154	437 146	293 260	271 111	711 286	502 462	387 181	142 12				115 59								



# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)		
												Y																							
WEEKEND DAYTIME CONT'D																																			
THIS WEEK-DAVID BRINKLEY										17	188	169	A	4.8	14	400	1288	544	175^	581	80^	196^	201^	323	343	580	125^	277^	315	288^	240^	94^	60^	33^	LT
SUN. 11.30A 60 ABC N										98	93		B	4.2	14	350	1328	564	172	608	94	191	194	284	372	592	137	283	276	294	267	50	26	78	39
11.30 - 12.00													A	4.7	14	392	1258	524	148^	549	107^	204^	210^	286^	291^	566	147^	285^	314	258^	209^	87^	33^	56^	LT
12.00 - 12.30													A	5.0	15	417	1266	546	187^	590	51^	175^	182^	345	384	573	99^	262^	304	303	262^	93^	79^	LT	LT

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JAN. 24, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		23,160 27.8		26,910 32.3											
ABC TV				THAT'S INCREDIBLE				ABC MONDAY NIGHT MOVIE		MALIBU, PART 2 (OP)							
AVERAGE AUDIENCE (Households (000) & %)		{		18,160 21.8		17,490 21.0				21.0*		22.0*		20.7*			
SHARE OF AUDIENCE %		{		71		31		28 *		30 *		34 *		35 *			
AVG. AUD. BY 1/4 HR. %		{		21.0		23.7		24.0		20.5		19.9		20.7		21.2	
TOTAL AUDIENCE (Households (000) & %)		{		13,910 16.7		12,000 14.4		21,820 26.2		19,330 23.2		16,910 20.3					
CBS TV				SQUARE PEGS		FILTHY RICH (OP)		M*A*S*H		NEWHART (R)		CAGNEY & LACEY					
AVERAGE AUDIENCE (Households (000) & %)		{		12,410 14.9		10,500 12.6		19,160 23.0		16,580 19.9		13,410 16.1		16.4*		15.9*	
SHARE OF AUDIENCE %		{		21		18		32		28		26		25 *		27 *	
AVG. AUD. BY 1/4 HR. %		{		14.8		15.1		12.4		12.9		22.0		24.0		13.6	
TOTAL AUDIENCE (Households (000) & %)		{		17,990 21.6		23,820 28.6											
NBC TV				LITTLE HOUSE NW BEGINNING (OP)				TV GUIDE SPECIAL (OP)									
AVERAGE AUDIENCE (Households (000) & %)		{		14,240 17.1		12,910 15.5		15.6*		16.0*		16.2*		14.2*			
SHARE OF AUDIENCE %		{		24		25 *		23		22 *		23 *		25 *		24 *	
AVG. AUD. BY 1/4 HR. %		{		16.3		16.9		17.4		17.7		16.3		14.8		16.1	
TOTAL AUDIENCE (Households (000) & %)		{		12,820 27.4		24,820 29.8											
ABC TV				THAT'S INCREDIBLE				ABC MONDAY NIGHT MOVIE		CONFESSIONS OF A MARRIED MAN (OP)							
AVERAGE AUDIENCE (Households (000) & %)		{		17,000 20.5		16,990 20.4				20.7*		20.8*		20.4*			
SHARE OF AUDIENCE %		{		30		32 *		30		28 *		29 *		32 *		33 *	
AVG. AUD. BY 1/4 HR. %		{		17.8		19.8		21.5		22.7		19.8		20.0		20.6	
TOTAL AUDIENCE (Households (000) & %)		{		17,830 21.4		14,990 18.0		21,160 25.4		19,330 23.2		17,580 21.1					
CBS TV				SQUARE PEGS		FILTHY RICH (OP)		M*A*S*H (R)		NEWHART		CAGNEY & LACEY					
AVERAGE AUDIENCE (Households (000) & %)		{		15,330 18.4		13,410 16.1		18,830 22.6		17,240 20.7		13,660 16.4		16.8*		16.0*	
SHARE OF AUDIENCE %		{		27		23		32		29		26		26 *		26 *	
AVG. AUD. BY 1/4 HR. %		{		17.8		19.0		16.0		16.2		21.4		23.8		20.8	
TOTAL AUDIENCE (Households (000) & %)		{		28,570 34.3													
NBC TV								SHOGUN PART I (R)(OP)(SUS-OP)									
AVERAGE AUDIENCE (Households (000) & %)		{		16,330 19.6		19.8*		19.7*		19.8*		20.2*		19.3*			
SHARE OF AUDIENCE %		{		29		27 *		29 *		28 *		28 *		31 *		31 *	
AVG. AUD. BY 1/4 HR. %		{		18.5		18.6		19.7		19.9		20.0		19.4		19.8	

TV HOUSEHOLDS USING TV	WR	68.6	68.5	68.7	68.9	70.1	70.4	71.5	72.4	72.3	71.5	70.1	66.4	63.6	61.4	
(See Def. 1)	WR	66.8	67.8	68.9	68.5	69.3	68.6	69.5	70.0	71.0	70.7	69.7	66.7	64.7	63.1	

U.S. TV Households 83,000,000

For explanation of symbols, See page A

EVE. MON. JAN. 31, 1983

		TIME															
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	17,410 20.9				14,910 17.9				STATE OF THE UNION-ABC (9:00-9:57PM) (SUS)		DEMOCRATIC RESPONSE-ABC (9:57-10:27PM) (SUS)		SPECIAL ED-DAVID BRINKLEY (10:27-11:00PM) (SUS)			
	ABC TV	HAPPY DAYS				LAVERNE & SHIRLEY (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	14,330 17.2				13,740 16.5											
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	26 16.2				24 16.7											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	21,820 26.2				WALT DISNEY THE SHAGGY D.A., PART 1(R) (OP)				STATE OF THE UNION-CBS (9:00-9:57PM) (SUS)		DEMOCRATIC RESPONSE CBS (9:57-10:27PM) (SUS)		(1) (OP)-(OP)		PRIVATE BENJAMIN (10:36-11:00PM) (OP)	
	CBS TV	16,490				20.7*						9,660		10,080			
	AVERAGE AUDIENCE (Households (000) & %)	19.8				28 *						11.6		12.1			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	29 18.2				20.4						19 12.0		22 11.2			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	14,080 16.9				NBC NEWS SPECIAL THE MAN WHO SHOT THE POPE- A STUDY IN TERRORISM(R) (OP)				STATE OF THE UNION-NBC (9:00-9:50PM) (SUS)		STATE-UNION ANALYSIS-NBC (9:50-10:17PM) (SUS-OP)-(OP)		DEM RESPONSE- ST UNION NBC (10:17-10:45PM) (SUS)		6,660 8.0 (2)	
	NBC TV	9,580				11.1*				9,750				6,830			
	AVERAGE AUDIENCE (Households (000) & %)	11.5				16 *				11.7				8.2			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	17 12.3				11.2				18 12.3				14 8.2			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	12,580 15.1				12,660 15.2				14,160 17.0				13,080 15.7			
	ABC TV	HAPPY DAYS				LAVERNE & SHIRLEY				THREE'S COMPANY				9 TO 5 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	12,580				12,660				14,160				13,080			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	23 14.5				22 14.5				24 16.0				23 15.5			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	18,160 21.8				WALT DISNEY THE SHAGGY D.A., PART 2(R) (OP)				23,160 27.8		HALLMARK HALL OF FAME THURSDAY'S CHILD					
	CBS TV	13,910				16,080											
	AVERAGE AUDIENCE (Households (000) & %)	16.7				17.6*				19.3		18.9*		20.8*			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	15.6				17.6				16.6		18.9		20.6			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	13,910 16.7				16,080 19.3				18.9*		20.8*		20.6*			
	NBC TV	SHOGUN PART II (R)-(OP)-(SUS-OP)						ST ELSEWHERE (R)									
	AVERAGE AUDIENCE (Households (000) & %)	13,910				19.5*				19.7*		9,910		11.8*			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	17.6				18.4				19.4		19.3		12.2			
TV HOUSEHOLDS USING TV		WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2	WK 1	WK 2
(See Def. 1)		64.0	64.7	65.0	65.5	65.0	65.5	65.0	65.5	65.0	65.5	65.0	65.5	65.0	65.5	65.0	65.5
U.S. TV Households (in millions)		83.0	83.0	83.0	83.0	83.0	83.0	83.0	83.0	83.0	83.0	83.0	83.0	83.0	83.0	83.0	83.0
(1)ST OF-UNION ANALYSIS		(10:22-10:36PM)															
U.S. TV Households (in millions)		(10:45-11:00PM)(S)															
For explanation of symbols, See page A																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.26, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				{				{				{			
	ABC TV	{				{				{				{			
	AVERAGE AUDIENCE (Households (000) & %)	{				{				{				{			
	SHARE OF AUDIENCE %	{				{				{				{			
W E E K 2	AVG AUD. BY ¼ HR.	{				{				{				{			
	TOTAL AUDIENCE (Households (000) & %)	{				{				{				{			
	CBS TV	{				{				{				{			
	AVERAGE AUDIENCE (Households (000) & %)	{				{				{				{			
W E E K 2	SHARE OF AUDIENCE %	{				{				{				{			
	AVG AUD. BY ¼ HR.	{				{				{				{			
	TOTAL AUDIENCE (Households (000) & %)	{				{				{				{			
	NBC TV	{				{				{				{			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{				{				{				{			
	SHARE OF AUDIENCE %	{				{				{				{			
	AVG AUD. BY ¼ HR.	{				{				{				{			
	TOTAL AUDIENCE (Households (000) & %)	{				{				{				{			
W E E K 2	ABC TV	{				{				{				{			
	AVERAGE AUDIENCE (Households (000) & %)	{				{				{				{			
	SHARE OF AUDIENCE %	{				{				{				{			
	AVG AUD. BY ¼ HR.	{				{				{				{			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				{				{				{			
	CBS TV	{				{				{				{			
	AVERAGE AUDIENCE (Households (000) & %)	{				{				{				{			
	SHARE OF AUDIENCE %	{				{				{				{			
W E E K 2	AVG AUD. BY ¼ HR.	{				{				{				{			
	TOTAL AUDIENCE (Households (000) & %)	{				{				{				{			
	NBC TV	{				{				{				{			
	AVERAGE AUDIENCE (Households (000) & %)	{				{				{				{			
W E E K 2	SHARE OF AUDIENCE %	{				{				{				{			
	AVG AUD. BY ¼ HR.	{				{				{				{			
	TOTAL AUDIENCE (Households (000) & %)	{				{				{				{			
	TV HOUSEHOLDS USING TV WK 1 (See Def 1)	{				{				{				{			
W E E K 2	TV HOUSEHOLDS USING TV WK 2	{				{				{				{			
	U.S. TV Households	{				{				{				{			
	83 300 000	{				{				{				{			
		{				{				{				{			

For explanation of symbols, See page A

EVE.WED. FEB.2, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JAN. 27, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,740 16.5				13,830 16.6		12,910 15.5		16,240 19.5			
	ABC TV						GREATEST AMERICAN HERO				TOO CLOSE FOR COMFORT		IT TAKES TWO (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,000 12.0	11.6*		12.5*	11,910 14.3		11,580 13.9		12,500 15.0	15.8*		14.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					18 11.1	18 *	12.0	18 *	21 14.1	14.6	20 13.6	14.2	23 15.9	24 *	15.7	22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					24,240 29.1				23,570 28.3				19,580 23.5			
	CBS TV						MAGNUM, P.I. (OP)				SIMON & SIMON				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)	{					20,080 24.1	23.2*		25.1*	19,990 24.0	23.0*		25.1*	16,330 19.6	19.1*		20.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					36 21.9	35 *	24.4	36 *	35 22.5	33 *	37 *	24.9	30 19.0	29 *	19.2	32 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					14,660 17.6				15,240 18.3		14,080 16.9		21,660 26.0			
	NBC TV						FAME (OP)				GIMME A BREAK		CHEERS (SUS-OP)		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,580 13.9	13.3*		14.4*	13,660 16.4		12,410 14.9		18,490 22.2	21.9*		22.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					21 14.2	20 *	13.3	21 *	24 15.3	17.1	22 16.0	16.3	34 16.8	33 *	15.4	35 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,240 17.1				15,330 18.4		14,830 17.8		16,660 20.0			
	ABC TV						GREATEST AMERICAN HERO				TOO CLOSE FOR COMFORT		IT TAKES TWO (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,660 12.8	12.5*		13.2*	13,660 16.4		13,490 16.2		12,500 15.0	16.1*		13.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					18 12.4	18 *	12.7	19 *	24 17.1	17.1	23 16.0	16.3	24 16.8	25 *	14.1	22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					27,070 32.5				20,830 25.0				18,080 21.7			
	CBS TV						MAGNUM, P.I. (OP)				SIMON & SIMON				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)	{					21,490 25.8	24.5*		27.2*	17,330 20.8	20.6*		20.9*	14,990 18.0	18.0*		18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					37 23.3	36 *	25.7	39 *	30 20.9	30 *	30 *	20.7	28 18.4	28 *	17.5	29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					21,920 26.2								19,160 23.0			
	NBC TV						SHOGUN PART V (SUS-OP)								HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)	{					15,240 18.3	18.0*		18.2*		18.6*		18.5*	16,080 19.3	18.9*		19.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 18.1	26 *	18.0	26 *	27 *	18.7	27 *	18.2	31 18.7	29 *	19.0	32 *
TV HOUSEHOLDS USING TV WK. 1			62.3			65.4	65.4	66.6	68.2	69.3	69.0	69.7	68.8	68.6	66.2	65.7	64.2	62.3
(See Def. 1)			62.6			66.7	68.1	69.4	70.5	70.8	69.4	69.8	69.7	69.3	65.7	64.3	62.5	60.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. THU. FEB. 3, 1983



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. JAN. 28, 1983

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE (Households (000) & %)		{		15,990 19.2		14,080 16.9		15,080 18.1		ABC FRIDAY NIGHT MOVIE THE FOG (R) (9:00-10:49PM) (OP)					
ABC TV		{		BENSON		NEW ODD COUPLE									
AVERAGE AUDIENCE (Households (000) & %)		{		13,910 16.7		12,250 14.7		8,410 10.1		9.5*		9.0*		10.8*	
SHARE OF AUDIENCE %		{		27		24		16		15 *		14 *		18 *	
AVG. AUD. BY 1/4 HR. %		{		16.1		17.4		14.8		14.6		9.6		9.4	
TOTAL AUDIENCE (Households (000) & %)		{		17,990 21.6		25,990 31.2		22,660 27.2							
CBS TV		{		DUKES OF HAZZARD (R)(OP)		DALLAS		FALCON CREST							
AVERAGE AUDIENCE (Households (000) & %)		{		13,490 16.2		15.3*		17.1*		26.8		25.7*		28.0*	
SHARE OF AUDIENCE %		{		26		25 *		28 *		41		40 *		43 *	
AVG. AUD. BY 1/4 HR. %		{		15.3		15.4		16.5		17.6		24.9		26.4	
TOTAL AUDIENCE (Households (000) & %)		{		13,990 16.8		16,740 20.1		15,580 18.7							
NBC TV		{		POWERS OF MATTHEW STAR (OP)		KNIGHT RIDER (OP)		REMINGTON STEELE							
AVERAGE AUDIENCE (Households (000) & %)		{		10,830 13.0		12.8*		13.2*		16.1		15.7*		16.5*	
SHARE OF AUDIENCE %		{		21		21 *		21 *		25		24 *		25 *	
AVG. AUD. BY 1/4 HR. %		{		17,990 18.0		21,310 28.1		13,410 16.1		15.7*		16.5*		17.5*	
ABC TV		{		BENSON		ABC FRIDAY NIGHT MOVIE JAWS II (R) (OP)									
AVERAGE AUDIENCE (Households (000) & %)		{		12,990 15.6		13,410 16.1		19.0*		16.0*		15.8*		17.5*	
SHARE OF AUDIENCE %		{		24		25		20 *		24 *		24 *		28 *	
AVG. AUD. BY 1/4 HR. %		{		15.5		15.7		12.6		13.4		15.9		16.0	
TOTAL AUDIENCE (Households (000) & %)		{		21,490 25.8		23,660 28.4		19,410 23.3							
CBS TV		{		DUKES OF HAZZARD (OP)		DALLAS		FALCON CREST							
AVERAGE AUDIENCE (Households (000) & %)		{		15,990 19.2		17.4*		21.0*		24.0		23.5*		24.6*	
SHARE OF AUDIENCE %		{		30		27 *		32 *		36		35 *		37 *	
AVG. AUD. BY 1/4 HR. %		{		16.8		17.9		20.7		21.3		22.5		24.5	
TOTAL AUDIENCE (Households (000) & %)		{		23,160 27.8		SHOGUN PART V (R)(OP)									
NBC TV		{		13,910 16.7		16.5*		16.2*		16.5*		16.3*		17.3*	
SHARE OF AUDIENCE %		{		26		26 *		25 *		25 *		25 *		28 *	
AVG. AUD. BY 1/4 HR. %		{		16.2		16.7		16.4		16.1		16.7		16.4	
TV HOUSEHOLDS USING TV (See Def. 1)		{		WK. 1 59.4		WK. 2 59.9		59.5		59.2		60.6		61.6	
		{		60.9		61.6		61.4		62.8		63.1		65.0	
		{		61.6		64.7		65.3		66.3		67.2		66.4	
		{		65.9		63.2		62.3		61.6		59.3		58.2	

For explanation of symbols, See page A

EVE. FRI. FEB. 4, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 29, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		17,080 20.5				24,990 30.0				18,660 22.4							
	ABC TV		T. J. HOOKER (OP)				LOVE BOAT (OP)				FANTASY ISLAND							
	AVERAGE AUDIENCE (Households (000) & %)		13,830 16.6				19,580 23.5				14,580 17.5							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		27 14.4				38 19.9				43 26.7				31 19.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		12,660 15.2				17,660 21.2											
	CBS TV		BRING 'EM BACK ALIVE (OP)				CBS SAT. NIGHT MOVIE PHANTOM OF THE OPERA											
	AVERAGE AUDIENCE (Households (000) & %)		9,000 10.8				10,160 12.2				11,910 14.6				14,160 17.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		18 11.9				21 12.6				19 11.9				21 12.5			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		19,740 23.7				16,080 19.3				10,910 13.1				14,160 17.0			
	NBC TV		BOB HOPE'S SUPER BOWL SP. (OP)				MAMA'S FAMILY				TAXI				FAMILY TREE			
	AVERAGE AUDIENCE (Households (000) & %)		15,490 18.6				14,160 17.0				9,160 11.0				10,500 12.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		30 18.9				27 15.4				18 10.9				22 14.6			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		14,580 17.5				19,740 23.7				10,080 12.1				8,910 10.7			
	ABC TV		T. J. HOOKER (OP)				LOVE BOAT (OP)											
	AVERAGE AUDIENCE (Households (000) & %)		10,250 12.3				13,240 15.9				10,080 12.1				7,250 8.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		12.5 12.5				14.0 14.0				17.0 17.0				17.3 17.3			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		12,410 14.9				24,320 29.2											
	CBS TV		SQUARE PEGS(B)				CBS SAT. NIGHT MOVIE 10(R) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)		10,250 12.3				13,240 15.9				10,080 12.1				7,250 8.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		12.5 12.5				14.0 14.0				17.0 17.0				17.3 17.3			
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		16,160 19.4				11,110 13.6				10,080 12.1				8,910 10.7			
	NBC TV		DIFF'RENT STROKES-SAT.				SILVER SPOONS (OP)				MAMA'S FAMILY				TAXI			
	AVERAGE AUDIENCE (Households (000) & %)		14,240 17.1				13,910 16.7				12,330 14.8				8,660 10.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		16.5 16.5				16.4 16.4				14.9 14.9				10.6 10.6			
TV HOUSEHOLDS USING TV		WK. 1	57.1	57.7	57.7	60.0	60.7	61.2	62.0	62.6	63.6	62.6	61.0	59.1	56.9	55.8	55.4	
See Def. 1)		WK. 2	54.8	61.0	61.0	61.4	63.2	64.5	65.6	66.1	66.8	66.2	65.2	63.3	61.8	61.0	59.7	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. SAT. FEB. 5, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.29, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 5,080  
(Households (000) & %) { 6.1

## ABC TV

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE { 5,000  
(Households (000) & %) { 6.0  
SHARE OF AUDIENCE % 12  
AVG. AUD. BY ¼ HR. % 6.0

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 11,750  
(Households (000) & %) { 14.1

## NBC TV

SATURDAY NIGHT  
(11:30-12:40AM)  
(SUSTAINING 12:40-1:00AM)

AVERAGE AUDIENCE { 6,830  
(Households (000) & %) { 8.2  
SHARE OF AUDIENCE % 8.9\*  
AVG. AUD. BY ¼ HR. % 24 23\* 8.1\* 24\*

TOTAL AUDIENCE { 6,410  
(Households (000) & %) { 7.7

## ABC TV

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE { 6,160  
(Households (000) & %) { 7.4  
SHARE OF AUDIENCE % 14  
AVG. AUD. BY ¼ HR. % 7.4

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %) {

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 11,330  
(Households (000) & %) { 13.6

## NBC TV

SATURDAY NIGHT  
(11:30-12:51AM)  
(SUSTAINING 12:51-1:00AM)

AVERAGE AUDIENCE { 6,250  
(Households (000) & %) { 7.5  
SHARE OF AUDIENCE % 8.5\*  
AVG. AUD. BY ¼ HR. % 21 21\* 7.9\* 23\* 5.4\* 19\* 8.7 8.3 8.2 7.6 5.7 4.8

TV HOUSEHOLDS USING TV	WK 1	50.8	47.2	41.1	36.7	34.3	31.9	28.5	26.5	33	20.7	18.4	16.6	14.3	11.1	9.1
(See Def. 1)	WK 2	53.8	50.3	43.4	39.5	35.3	32.8	29.3	26.6	47	22.8	20.3	17.9	15.4	11.1	9.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.SAT. FEB.5, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.30, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,000 13.2				12,110 14.1				21,990 26.4							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,250 8.7	8.1*			9,250 11.1	10.6*			12,410 14.9	10.8*		15.6*		17.0*	16.3*	
	SHARE OF AUDIENCE %	{	12	11*			13*	14*			22	15*		22*		26*	26*	
W E E K 2	AVG. AUD. BY 1/4 HR. %	{	7.6	8.6	9.0	9.5	10.1	11.6	11.4	11.6	10.8	10.7	4.4	6.7	17.1	16.9	16.3	16.2
	TOTAL AUDIENCE (Households (000) & %)	{	16,330 19.6				12,740 15.3		12,740 15.3		12,740 15.3		16,990 20.4		19,330 23.2			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	11,410 13.7	11.9*			10,910 13.1	11.6*			11,660 14.0	14.9		14,990 18.0		15,490 18.6	18.5*	18.8*
W E E K 3	SHARE OF AUDIENCE %	{	19	17*			21*	18			19	26		26		29	28*	30*
	AVG. AUD. BY 1/4 HR. %	{	10.8	13.1	15.3	15.8	12.6	13.6	13.4	13.8	13.6	14.4	16.9	19.2	18.3	18.6	19.0	18.6
	TOTAL AUDIENCE (Households (000) & %)	{											33,400 40.1		27,410 32.9			
	NBC TV																	
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{		48.4*			45.8*	49.4*		51.3*		53.5*	28,320 34.0		21,910 26.3	26.3*	26.4*	
	SHARE OF AUDIENCE %	{		70*			64*	68*		70*		72*	48		39	38*	39*	
	AVG. AUD. BY 1/4 HR. %	{		48.5	48.2	48.8	44.2	49.2	49.8	50.9	51.2	53.4	53.6	38.1	32.8	26.7	25.9	26.0
	ABC TV																	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		14,410 17.3			42,900 51.5											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		14,410 17.3			32,570 39.1	37.8*		39.8*		39.4*	38.7*		39.9*	39.9*	40.9	37.3
	SHARE OF AUDIENCE %	{		20.3*	17.3		53	52*		52*		52*	51*		55*	55*	59*	
W E E K 6	AVG. AUD. BY 1/4 HR. %	{		20.4	15.5	17.8	36.8	38.8	39.4	40.2	39.6	39.2	38.9	38.5	39.9	39.9	40.9	37.3
	TOTAL AUDIENCE (Households (000) & %)	{	20,990 25.4				22,160 26.6										11,750 14.1	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	20,910 25.1	24.1*			12,250 14.7	13.7*		13.2*		14.5*	15.1*		16.9*	16.1	12.3	13.4
W E E K 7	SHARE OF AUDIENCE %	{	36	25*			20	19*		17*		19*	20*		23*	18	19*	
	AVG. AUD. BY 1/4 HR. %	{	22.1	24.1	25.1	25.1	14.1	13.3	13.1	13.0	14.2	14.7	14.9	15.3	17.7	16.1	12.3	13.4
	TOTAL AUDIENCE (Households (000) & %)	{	15,910 19.1				20,330 24.4								14,660 17.6			
	NBC TV																	
W E E K 8	AVERAGE AUDIENCE (Households (000) & %)	{	11,080 13.3	11.8*			15,080 18.1	16.4*		18.4*		18.8*	18.6*		10,660 12.8	13.1*	12.4*	
	SHARE OF AUDIENCE %	{	19	17*			24	22*		24*		25*	25*		18	18*	19*	
	AVG. AUD. BY 1/4 HR. %	{	11.0	12.5	14.2	14.4	15.6	17.2	17.9	18.9	19.1	18.5	18.9	18.3	13.3	12.9	12.4	12.7
	TV HOUSEHOLDS USING TV (See Def. 1)		WK 1 69.7	71.6	72													
			WK 2 67.0	69.4	70.0													

U.S. TV Households: 83,300,000

1) RIPLEY'S BELIEVE IT-NOT, ABC, (7:41-8:00PM)

For explanation of symbols see page A

EVE.SUN. FEB.6, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 30, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 3,920  
(Households (000) & %) { 4.7

## ABC TV

ABC  
WEEKEND  
REPORT-  
SUN

AVERAGE AUDIENCE { 3,830  
(Households (000) & %) { 4.6  
SHARE OF AUDIENCE % 9  
AVG. AUD. BY ¼ HR. % 4.6

W

TOTAL AUDIENCE { 5,580  
(Households (000) & %) { 6.7

## CBS TV

CBS  
SUNDAY  
NEWS  
090000

CBS  
SPORTS  
SPECIAL  
(11:00-11:44PM)

AVERAGE AUDIENCE { 5,250  
(Households (000) & %) { 6.3  
SHARE OF AUDIENCE % 12  
AVG. AUD. BY ¼ HR. % 6.3

K

1

TOTAL AUDIENCE { 2,920  
(Households (000) & %) { 3.5

## NBC TV

(1)

NBC LATE NIGHT MOVIE  
SOPHISTICATED GENTS, PART 1(R)  
(11:34-12:17AM)  
(SUSTAINING 12:17-1:34AM)

AVERAGE AUDIENCE { 2,000  
(Households (000) & %) { 2.4  
SHARE OF AUDIENCE % 8  
AVG. AUD. BY ¼ HR. % 2.6\*

26.3

2.8

2.5

2.2

2.2

TOTAL AUDIENCE { 6,330  
(Households (000) & %) { 7.6

## ABC TV

ABC  
WEEKEND  
REPORT-  
SUN

AVERAGE AUDIENCE { 6,250  
(Households (000) & %) { 7.5  
SHARE OF AUDIENCE % 14  
AVG. AUD. BY ¼ HR. % 7.5

W

TOTAL AUDIENCE { 4,910  
(Households (000) & %) { 5.9

## CBS TV

CBS  
SUNDAY  
NEWS  
090000

AVERAGE AUDIENCE { 4,750  
(Households (000) & %) { 5.7  
SHARE OF AUDIENCE % 11  
AVG. AUD. BY ¼ HR. % 5.7

E

E

K

2

TOTAL AUDIENCE { 1,330  
(Households (000) & %) { 1.6

## NBC TV

NBC LATE NIGHT MOVIE  
THE SOPHISTICATED GENTS, PART 2(R)  
(11:30-12:41)  
(SUSTAINING 12:41-1:30)

AVERAGE AUDIENCE { 750  
(Households (000) & %) { .9  
SHARE OF AUDIENCE % 3  
AVG. AUD. BY ¼ HR. % 1.0\*

1.1

.9

.8

TV HOUSEHOLDS USING TV WK 1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
(See Def. 1)	4.4	35.8	31.3	26.3	22.6	20.0	17.4	15.5	13.6	11.6	9.8	8.4	7.5	6.3	5.1	4.0	3.0	2.2	1.6	1.1	0.8	0.6	0.4	0.3	0.2
	4.6	37.1	32.2	27.2	24.1	21.0	17.8	15.5	14.0	11.9	10.0	8.2	6.6	5.1	4.0	3.0	2.2	1.6	1.1	0.8	0.6	0.4	0.3	0.2	

U.S. TV Households: 83,300,000

1) A TEAM SPECIAL, NBC, (10:04-11:04PM)(S)

For explanation of symbols, See page A

EVE. SUN. FEB. 6, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 24-28, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,080 7.3				{ 6,000 7.2												
	ABC TV	← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →												
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,830 5.8				{ 4,910 5.9												
	SHARE OF AUDIENCE %	{ 29				{ 27												
WEEK 2	AVG. AUD. BY ¼ HR. %	{ 5.7 6.0				{ 6.0 5.8												
	TOTAL AUDIENCE (Households (000) & %)	{ 3,580 4.3				{ 3,750 4.5				{ 4,410 5.3				{ 4,410 5.3				
	CBS TV	CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID				CHILD'S PLAY				
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,830 3.4				{ 3,000 3.6				{ 3,750 4.5				{ 3,750 4.5				
WEEK 3	SHARE OF AUDIENCE %	{ 17				{ 17				{ 20				{ 20				
	AVG. AUD. BY ¼ HR. %	{ 3.3 3.5				{ 3.5 3.7				{ 4.3 4.7				{ 4.5 4.6				
	TOTAL AUDIENCE (Households (000) & %)	{ 4,170 5.0				{ 4,830 5.8				{ 3,670 4.4				{ 4,660 5.6				
	NBC TV	← TODAY SHOW 7:30AM (CO-OP) (PARTICIPATING) →				← TODAY SHOW 8:30AM (CO-OP) (PARTICIPATING) →				FACTS OF LIFE M-F				SALE OF THE CENTURY				
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{ 3,330 4.0				{ 4,000 4.8				{ 3,080 3.7				{ 3,920 4.7				
	SHARE OF AUDIENCE %	{ 20				{ 22				{ 17				{ 20				
	AVG. AUD. BY ¼ HR. %	{ 4.0 4.0				{ 4.8 4.8				{ 3.4 3.9				{ 4.4 4.9				
	TOTAL AUDIENCE (Households (000) & %)	{ 6,160 7.4				{ 6,080 7.3												
WEEK 5	ABC TV	← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →												
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,750 5.7				{ 5,080 6.1												
	SHARE OF AUDIENCE %	{ 28				{ 27												
	AVG. AUD. BY ¼ HR. %	{ 5.6 5.7				{ 6.2 6.0												
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 3,250 3.9				{ 3,750 4.5				{ 4,660 5.6				{ 4,410 5.3				
	CBS TV	CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID				CHILD'S PLAY (SUS-OP)>				
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,830 3.4				{ 2,920 3.5				{ 3,830 4.6				{ 3,750 4.5				
	SHARE OF AUDIENCE %	{ 17				{ 16				{ 20				{ 20				
WEEK 7	AVG. AUD. BY ¼ HR. %	{ 3.4 3.4				{ 3.6 3.5				{ 4.4 4.8				{ 4.4 4.6				
	TOTAL AUDIENCE (Households (000) & %)	{ 4,500 5.4				{ 5,000 5.8				{ 4,000 4.8				{ 4,170 5.0				
	NBC TV	← TODAY SHOW 7:30AM (CO-OP) (PARTICIPATING) →				← TODAY SHOW 8:30AM (CO-OP) (PARTICIPATING) →				FACTS OF LIFE M-F				SALE OF THE CENTURY (SUS-OP)>				
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.3				{ 4,000 4.8				{ 3,330 4.0				{ 3,670 4.4				
WEEK 8	SHARE OF AUDIENCE %	{ 21				{ 21				{ 18				{ 19				
	AVG. AUD. BY ¼ HR. %	{ 4.3 4.3				{ 4.9 4.6				{ 3.6 4.3				{ 4.4 4.6				
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1			17.4	17.0	19.2	20.0	20.8	20.5	21.4	22.0	22.2	22.6	22.1	22.8	22.1	22.1
	U.S. TV Households: 83,300,000	WK 2			17.4	17.0	19.4	21.1	22.3	21.1	21.9	22.4	22.5	22.4	22.5	21.7	21.1	21.1

For explanation of symbols, See page A

DAY MON.-FRI. JAN. 31-FEB 4, 1981



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.24-28, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		{ 6,000 7.2		5,660 6.8		5,580 6.7		10,750 12.9		8,830 10.6							
ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE							
AVERAGE AUDIENCE (Households (000) & %)		{ 4,250 5.1		4,830 5.8		4,830 5.8		8,410 10.1		6,830 8.2		8.2*		8.3*			
SHARE OF AUDIENCE		{ 21 4.4		23* 5.7		21 5.8		33 9.0		29 8.3		28*		31*			
AVG. AUD. BY ¼ HR.		{ 4.4 4.9		5.4 5.7		6.0 5.8		9.0 9.9		10.6 10.6		8.1 8.0		8.4			
TOTAL AUDIENCE (Households (000) & %)		{ 6,750 8.1		8,830 10.6		8,830 10.6		8,180 9.8		5,580 6.7							
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL							
AVERAGE AUDIENCE (Households (000) & %)		{ 5,750 6.9		7,750 9.3		6,830 8.2		6,580 7.9		5,000 6.0		8.2*		6.0			
SHARE OF AUDIENCE		{ 30 6.5		38 8.9		30 8.1		26 7.5		22 6.0		28*		22			
AVG. AUD. BY ¼ HR.		{ 6.5 7.4		8.9 9.6		8.2 8.2		8.3 8.5		7.6 7.6		8.1 8.1		6.0 6.0			
TOTAL AUDIENCE (Households (000) & %)		{ 5,750 6.9		3,080 3.7		2,420 2.9		2,580 3.1		5,910 7.1		5,080 6.1					
NBC TV		WHEEL OF FORTUNE		HIT MAN		JUST MEN		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD					
AVERAGE AUDIENCE (Households (000) & %)		{ 4,910 5.9		2,750 3.3		2,000 2.4		2,080 2.5		4,750 5.7		3,750 4.5		4.4*			
SHARE OF AUDIENCE		{ 25 6.1		13 3.3		9 2.3		9 2.4		19 5.1		16 4.6		16*			
AVG. AUD. BY ¼ HR.		{ 6.1 5.7		3.3 3.3		2.3 2.4		2.4 2.5		5.6 5.9		5.9 4.6		4.5			
TOTAL AUDIENCE (Households (000) & %)		{ 5,750 6.9		5,750 6.9		5,660 6.8		10,660 12.8		9,500 11.4							
ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE							
AVERAGE AUDIENCE (Households (000) & %)		{ 4,080 4.9		4,660 5.6		4,750 5.7		8,250 9.9		7,410 8.9		8.9*		8.8*			
SHARE OF AUDIENCE		{ 20 4.1		21 5.3		21 5.6		31 8.8		30 9.1		29*		30*			
AVG. AUD. BY ¼ HR.		{ 4.1 4.5		5.2 5.4		5.9 5.8		8.8 9.7		10.4 10.4		9.1 8.7		9.0			
TOTAL AUDIENCE (Households (000) & %)		{ 7,250 8.7		8,750 10.5		8,250 9.9		8,250 9.9		5,500 6.6							
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL							
AVERAGE AUDIENCE (Households (000) & %)		{ 6,310 7.6		7,660 9.2		6,410 7.7		6,750 8.1		4,910 5.9		8.4*		5.9			
SHARE OF AUDIENCE		{ 32 7.1		17 9.0		28 7.4		26 7.7		24*		28*		20			
AVG. AUD. BY ¼ HR.		{ 7.1 7.9		9.0 9.5		7.7 7.7		7.7 7.9		8.4 8.4		8.3 8.3		5.9			
TOTAL AUDIENCE (Households (000) & %)		{ 5,750 6.9		3,420 4.1		2,420 2.9		2,920 3.5		6,410 7.7		5,660 6.8					
NBC TV		WHEEL OF FORTUNE		HIT MAN		JUST MEN		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD					
AVERAGE AUDIENCE (Households (000) & %)		{ 5,000 6.0		2,830 3.4		2,920 2.8		2,330 2.8		4,830 5.8		4,150 4.9*		4.9*			
SHARE OF AUDIENCE		{ 25 6.1		14 3.4		8 2.3		10 2.6		18 5.3		16*		16*			
AVG. AUD. BY ¼ HR.		{ 6.1 5.8		3.4 3.4		2.3 2.3		2.6 2.9		5.8 6.1		4.8 4.8		3.0			
TV HOUSEHOLDS USING TV WK 1		23.4	24.1	24.4	24.4	24.4	24.4	24.4	24.4	24.4	24.4	24.4	24.4	24.4	24.4		
(See Def. 1) WK 2		24.3	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0	25.0		

U.S. TV Households 83,300,000

For explanation of symbols, See page A

DAY MON.-FRI. JAN.31-FEB.4, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 24-28, 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,660 12.8				{ 3,670 4.4				{ 11,660 14.0							
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT				ABC WORLD NEWS TONIGHT							
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,500 10.2				{ 3,170 3.8				{ 10,250 12.3							
	SHARE OF AUDIENCE %	{ 33 35 *				{ 32 *				{ 20 20							
	AVG. AUD. BY 1/4 HR. %	{ 9.6 10.3				{ 3.8 10.4				{ 12.1 12.4							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,580 9.1				{ 3,080 3.7				{ 14,580 17.5							
	CBS TV	GUIDING LIGHT (OP)				TATTLTALES (S)(OP)				CBS EVENING NEWS- RATHER							
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,000 7.2				{ 2,580 3.1				{ 12,990 15.6							
	SHARE OF AUDIENCE %	{ 24 25 *				{ 9 23 *				{ 25 25							
	AVG. AUD. BY 1/4 HR. %	{ 7.1 7.1				{ 2.9 7.4				{ 15.3 15.9							
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,830 5.8				{ 3,670 4.4				{ 11,910 14.3							
	NBC TV	FANTASY				EDGE OF NIGHT				NBC NIGHTLY NEWS							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.1				{ 2,580 3.1				{ 10,580 12.7							
	SHARE OF AUDIENCE %	{ 13 13 *				{ 14 *				{ 21 21							
	AVG. AUD. BY 1/4 HR. %	{ 2.9 2.9				{ 6.9 6.9				{ 12.9 12.9							
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 10,830 13.0				{ 3,670 4.4				{ 12,330 14.8							
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT				ABC WORLD NEWS TONIGHT							
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,660 10.4				{ 3,250 3.9				{ 10,830 13.0							
	SHARE OF AUDIENCE %	{ 32 33 *				{ 11 32 *				{ 21 21							
	AVG. AUD. BY 1/4 HR. %	{ 9.8 10.4				{ 4.0 10.8				{ 12.9 13.0							
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 7,660 9.2				{ 3,080 3.7				{ 14,660 17.6							
	CBS TV	GUIDING LIGHT (OP)				TATTLTALES (S)(OP)				CBS EVENING NEWS- RATHER							
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,250 7.5				{ 2,750 3.3				{ 13,160 15.8							
	SHARE OF AUDIENCE %	{ 23 21 *				{ 10 23 *				{ 26 26							
	AVG. AUD. BY 1/4 HR. %	{ 7.1 7.1				{ 3.2 7.7				{ 15.6 16.0							
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,160 6.2				{ 3,670 4.4				{ 11,580 13.9							
	NBC TV	FANTASY				EDGE OF NIGHT				NBC NIGHTLY NEWS							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.3				{ 2,750 3.3				{ 10,410 12.5							
	SHARE OF AUDIENCE %	{ 13 13 *				{ 11 11 *				{ 20 20							
	AVG. AUD. BY 1/4 HR. %	{ 4.0 4.1				{ 4.5 4.5				{ 12.7 12.7							

TV HOUSEHOLDS USING TV WK 1	28.9	30.5	31.1	31.1	34.0	36.2	37.8	40.1	42.8	45.7	48.4	51.7	55.1	58.4	61.7	65.0	68.3
(See Def. 1) WK 2	31.0	22.7	24.1	24.1	27.9	37.1	39.0	41.1	44.4	47.3	49.3	52.4	56.1	59.4	62.7	66.0	69.3

U.S. TV Households: 83,300,000

For explanation of symbols, see page A

DAY MON.-FRI. JAN. 31 FEB. 4, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 29, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,870 4.6		5,000 6.0		6,910 8.3		7,910 9.5		6,860 8.0		7,410 8.9	
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,000 3.6		4,500 5.4		5,750 6.9		6,750 8.1		5,750 6.9		6,330 7.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					25 3.1	4.1	28 5.2	5.6	30 6.7	7.0	32 7.8	8.5	24 6.9	6.9	25 7.7	7.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	1,670 2.0				2,330 2.8		3,250 3.9		3,670 4.4		7,250 8.7				8,750 10.5	
	CBS TV		CAPTAIN KANGAROO-SAT				SPLIT BUGGY (OP)		PANDAMONIUM (OP)		GILLIGAN'S PLANET (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)				BUGS BUNNY/ROAD RUNNER 2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	1,000 1.2				2,000 2.4		2,420 2.9		3,170 3.8		4,500 5.4	4.3*			5,410 6.5	6.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	16 .8	1.0* 1.3		1.4*	17 2.2	2.5	15 2.8	2.9	16 3.7	3.9	20 3.6	17* 4.9		6.6* 6.8	21 6.1	20* 5.9
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					4,330 5.2		5,000 6.0		7,080 8.5		8,250 9.9		8,330 10.0		6,830 8.2	
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I (OP)		SMURFS II (OP)		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,250 3.9		4,410 5.3		5,750 6.9		6,830 8.2		7,080 8.5		5,910 7.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					27 3.2	4.6	27 5.1	5.6	30 6.5	7.3	32 8.2	8.1	30 8.5	8.6	24 7.2	7.0
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{					3,420 4.1		5,410 6.5		6,910 8.3		7,500 9.0		5,910 7.1		6,660 8.0	
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,750 3.3		4,250 5.1		5,660 6.8		6,160 7.4		4,660 5.6		5,330 6.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					24 2.8	3.8	26 4.5	5.7	28 6.9	6.7	28 7.3	7.5	20 5.5	5.8	21 6.3	6.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	1,830 2.2				2,670 3.2		3,750 4.5		4,000 4.8		8,500 10.2				7,500 9.0	
	CBS TV		CAPTAIN KANGAROO SAT				POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)				DUKES (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	750 .9				2,000 2.4		3,330 4.0		3,250 3.9		4,830 5.8	4.6*			6,500 7.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	12 <<	.5*	1.2	1.5*	18 2.1	2.8	20 3.9	4.1	16 3.8	3.9	21 4.0	17* 5.1		7.0* 7.2	26 7.7	29.7
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					4,170 5.0		4,830 5.8		7,150 8.7		8,160 9.8		8,650 10.4		6,080 7.3	
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I (OP)		SMURFS II (OP)		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,080 3.7		4,250 5.1		5,830 7.0		6,830 8.2		7,250 8.7		5,330 6.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					27 3.0	4.4	26 4.7	5.4	29 6.3	7.6	31 8.2	8.2	31 8.9	8.5	21 6.3	6.4
TV HOUSEHOLDS USING TV		WK 1	8.3	9.8	11.7	14.2	17.2	19.5	21.5	23.3	24.8	25.9	27.0	28.7	29.9	30.1	29.7	
(See Def. 1)		WK 2	7.5	9.2	11.6	14.3	17.5	20.2	22.6	23.5	25.6	26.6	28.5	29.1	28.6	28.8	30.4	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SAT. FEB. 5, 1983

# NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 29, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,580 7.9	6,580 7.9	6,750 8.1	8,750 10.5	AMERICAN BANDSTAND '83										
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4	5,330 6.4	5,500 6.6	5,160 6.2	5.5*	7.0*									
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	21 6.6	21 6.2	21 6.5	19 6.3	17*	21*	7.0	7.0							
K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,750 5.7	3,670 4.4	4,910 5.9	9,910 11.9	CBS NCAA BASKETBALL-SAT NEWPAUL VS ALABAMA-BIRMINGHAM (1:00-3:08PM)									
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		4,000 4.8	2,920 3.5	3,920 4.7	3,750 4.5	4.5*	4.0*	4.1*	4.9*						
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%		22* 7.1	11 3.5	14 3.5	13 4.5	14*	12*	12*	14*	4.3	3.9	4.6	5.3		
K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,910 7.1	5,160 8.6	4,330 5.2	3,670 4.4	11,250 13.5	NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST									
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,830 5.8	6,000 7.2	3,580 4.3	3,170 3.8	4,830 5.8	4.7*	5.1*	6.0*	6.7*						
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	19 5.7	23 5.8	14 7.3	12 7.2	16 4.2	14*	15*	17*	18*	4.9	5.3	6.3	7.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,580 7.9	5,000 6.0	6,250 7.5	8,500 10.2	AMERICAN BANDSTAND '83										
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4	4,500 5.4	5,160 6.2	4,750 5.7	5.5*	6.0*									
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	20 6.5	18 5.4	19 5.5	16 5.8	16*	17*	5.9	6.0							
K 2	TOTAL AUDIENCE (Households (000) & %)	{	8,910 10.7		5,580 6.7	5,660 6.8	5,660 6.8	3,830 4.6									
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,910 7.0	4,250 5.1	4,500 5.4	4,500 5.4	3,000 3.6										
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	21 7.3	22* 7.0	16 5.2	15 5.3	10 5.4	10 3.9	3.3								
K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,410 8.2		4,330 5.2	4,170 5.0	11,160 13.4	NCAA BASKETBALL-REG'L VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST									
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,750 6.9	3,750 4.7	3,920 4.7	3,420 4.1	5,750 6.4	6.1*	6.4*	6.1*	6.1*						
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	%	22 6.9	22 6.8	14 4.3	12 4.0	16 5.8	16*	17*	17*	16*	6.8	6.2	5.7	6.5		

TV HOUSEHOLDS USING TV WK. 1	29.7	30				31.7	32.4	32.6	33.4	32.5	33.5	33.3	34	34	34	34
(See Def. 1) WK. 2	31.6	31.1				34.6	35.2	35.0	36.6	36.3	36.7	37.4	37.4	37.4	37.4	37.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. FEB. 5, 1983

# NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 29, 1983

TIME 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45 6:00 6:15 6:30 6:45

TOTAL AUDIENCE  
(Households (000) & %)

3,670 11,160 16,410  
4.4 13.4 19.7

SPORTSBEAT

PRO BOWLERS TOUR

ABC WIDE WORLD-SPORTS SAT

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY 1/4 HR.

2,670 6,410 8,500  
3.2 7.7 10.2 8.8 10.7 10.9  
9 19 21 20 23 20  
3.3 3.3 6.1 7.0 8.9 8.3 8.0 9.6 10.1 11.1 10.8

TOTAL AUDIENCE  
(Households (000) & %)

5,500 12,000 11,000  
6.6 14.4 13.2

(1)  
(-OP)

PHOENIX OPEN GOLF-SAT  
(3:00-4:00PM)  
(OP)

CBS SPORTS SATURDAY

CBS SAT. NEWS-  
SCHIEFFER

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY 1/4 HR.

3,330 4,170 9,330  
4.0 5.0 11.2  
11 12 20  
4.2 3.9 4.0 4.1 4.0 5.1 6.2 5.0 5.6 11.2 11.2

TOTAL AUDIENCE  
(Households (000) & %)

13,410 7,000 9,080  
16.1 8.4 10.9

(2)  
(-OP)

NCAA BASKETBALL  
LOUISVILLE VS. VIRGINIA  
INDIANA VS. IOWA (-OP)  
MULTI-SEGMENT TELECAST

MILLROSE GAMES  
(5:11-6:00PM)  
(OP)

NBC NIGHTLY NEWS-  
SAT.

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY 1/4 HR.

6,410 4,830 7,910  
7.7 5.8 9.5  
21 20 17  
7.2 8.1 7.9 8.0 7.1 7.4 8.3 8.0 5.3 5.7 5.8 6.0 9.5 9.5

TOTAL AUDIENCE  
(Households (000) & %)

4,080 11,750 18,990  
4.9 14.1 22.8

SPORTSBEAT

PRO BOWLERS TOUR

ABC WIDE WORLD-SPORTS SAT

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY 1/4 HR.

2,580 6,660 9,500  
3.1 8.0 11.4 10.7 11.2 12.5  
8 18 22 22 22 23  
3.0 3.3 6.3 7.0 7.8 8.2 9.1 9.6 10.2 11.1 11.6 10.7 12.9 12.1

TOTAL AUDIENCE  
(Households (000) & %)

10,750 10,330 11,080  
12.9 12.4 13.3

CBS SPORTS SATURDAY

BING CROSBY-PRO AM-SAT

CBS SAT. NEWS-  
SCHIEFFER

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY 1/4 HR.

4,830 5,080 9,500  
5.8 6.1 11.4  
14 13 13  
5.4 6.3 6.7 7.6

TOTAL AUDIENCE  
(Households (000) & %)

14 14 9,080  
10.9

NCAA BASKETBALL  
VARIOUS TEAMS AND TIMES  
MULTI-SEGMENT TELECAST  
(OP)

NCAA BASKETBALL  
VARIOUS TEAMS AND TIMES  
MULTI-SEGMENT TELECAST  
(OP)

NBC NIGHTLY NEWS  
SAT.

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY 1/4 HR.

5,110 7,250  
8.9 8.7  
17 15  
7.1 6.8 6.9 6.9 6.6 6.0 6.0 5.9 6.9 6.4 8.5

TV HOUSEHOLDS USING TV WK. 1 35.9 30.1 41.0 42.6 44.1 43.6 45.1 46.3 48.1 49.1 49.4 51.1 51.1 51.1 51.1  
(See Def. 1) WK. 2 39.0 40.1 41.9 46.0 47.1 48.0 49.1 49.4 51.1 51.1 51.1 51.1 51.1 51.1 51.1

U.S. TV Households: 83,300,000

1) CBS NCAA BASKETBALL-SAT, DEPAUL VS ALABAMA-BIRMINGHAM, CBS, (1:00-3:00PM)

2) NCAA BASKETBALL-REG'L, VARIOUS TEAMS AND TIMES, NBC, (11:00-11:30AM)

For explanation of symbols, see page A

DAY SAT FEB 5, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

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1

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

LONE RANGER/  
ZORRO  
(SUS)(SUS-OP)

KWICKY KOALA  
SHOW  
(SUS)(SUS-OP)

CAPTAIN KANGAROO-SUN  
(SUS)

8,250  
9.9

SUNDAY MORNING

FOR OUR TIMES  
(SUS)

4,410

5.3

4.4\*

5.9\*

5.5\*

21

20\*

23\*

20\*

4.1

4.8

5.8

6.0

5.7

5.2

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

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TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

LONE RANGER/  
ZORRO  
(SUS)(SUS-OP)

KWICKY KOALA  
SHOW  
(SUS)(SUS-OP)

CAPTAIN KANGAROO-SUN  
(SUS)

8,500  
10.2

SUNDAY MORNING

FOR OUR TIMES  
(SUS)

4,750

5.7

5.1\*

6.1\*

6.0\*

23

25\*

24\*

21\*

4.7

5.4

5.9

6.3

6.3

5.7

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SUN. FEB. 6, 1961



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 30, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	5,910 7.1 THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,750 4.5 4.3* 4.7*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 13* 14* 4.1 4.4 4.6 4.9															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,420 4.1 FACE THE NATION															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,500 3.0 3.2															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	8 8 2.7 3.2															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	2,050 2.5 MEET THE PRESS															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	1,670 2.0 2.1 1.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6 6 2.1 1.9															
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	6,910 8.3 THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	4,250 5.1 5.0* 5.3*															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	15 15* 15* 5.1 5.5															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	3,580 4.3 FACE THE NATION															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,090 3.5 3.6															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	10 10 3.6 3.6															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	3,830 4.6 MEET THE PRESS															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,330 4.0 4.1															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11 11 3.8 4.1															

TV HOUSEHOLDS USING TV	WK. 1	29.2	30.9	32.0	33.1	33.3	33.9	34.8	35.8	37.6	38.8	40.3	41.1	41.7	41.7	45.5
(See Def. 1)	WK. 2	31.2	32.0	32.8	33.4	35.6	37.0	38.6	38.8	39.3	40.5	42.0	42.2	42.7	43.3	43.5

U.S. TV Households. 83,300,000

For explanation of symbols, See page A

DAY SUN. FEB. 6, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4,580  
5.5  
ABC WRLD NEWS  
TONIGHT-SUN  
3,830  
4.6  
7  
4.6 4.7

W

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E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
(1) NBA ON CBS POST (3:17-3:30PM) (OP)																
4,580 14,240	5.5	17.1														
4,830 5,160	5.8	6.2	6.0*		6.2*		6.7*		6.6*		5.6*		5.4*			
13 12 13*					14*		13*		12*		9*		8*			
9.5 5.8 6.0 6.0				5.8	6.6	6.8	6.6	6.7	6.7	7.1	6.1	6.0	5.2	5.1	5.6	

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
NCAA BASKETBALL GAME SUN MONTRE DAME VS UCLA ARKANSAS VS WAKE FOREST MULTI-SEGMENT TELECAST (-OP)																
31,070 37.3																
16,080	9.7*	13.0*	19.3	14.2*	16.5*		20.8*		31,650 40.4	53,980 64.8						
21* 28*			39	31*	35*		40*		37.7	48.6						
8.1 11.3 13.0 13.1			14.3	14.3	15.7	17.2	20.0	21.5	24.0	33.3	41.8	44.4	46.2	46.8		

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
SUPERSTARS (2:00-3:53PM)																
31,320 37.6																
13,580	9.8*	8.6*	16.3	12.8*	13.7*		15.6*		15.4*		17.1*		18.1*			
20*		17*	29	25*	26*		30*		29*		30*		31*			
9.8 9.9 8.2 9.0			12.4	13.2	13.6	13.9	15.8	15.5	15.3	15.5	16.9	17.3	17.8	18.4		

W

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2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
CBS SPORTS SUNDAY (3:03-4:00PM) (OP)																
7,410 8.9																
5,580	4.8	4.2*	5.4*	6.7	5.5*		6.1*		6.9*		7.8*		6,910 8.3			
10 11*			11*	13	11*		12*		13*		15*		14			
3.6 4.6 5.1 5.6			5.5	5.6	5.8	6.3	6.9	6.9	7.5	8.2	8.5	8.9	7.6			

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
(2) SPORTSWORLD (3:14-5:00PM) (OP)																
17,410 20.9																
9,160	11.0		10.1*	11.9*	11.9*								9,500 11.4			
22 21*			23*	23*	23*								19			
9.8 9.5 9.8 10.4			11.7	12.0	11.8	12.0							10.9	11.9		

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1	47.1	48.1	48.7	49.8	49.6	50.8	51.4	52.2	54.0	55.3	56.8	59.4	64.0	66.9	67.5	67.6
WK. 2	45.4	47.0	47.6	49.3	50.5	52.2	52.6	53.6	53.8	54.0	55.1	56.1	58.4	60.5	61.8	63.7

U.S. TV Households: 83,300,000

(1) NBA ON CBS, LOS ANGELES VS BOSTON, CBS, (1:00-3:17PM)

(2) NCAA BASKETBALL GAME-SUN, DEPAUL VS GEORGETOWN, NBC, (1:00-3:14PM)

For explanation of symbols, See page A.

DAY SUN. FEB. 6, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
NBC NBC NEWS CAPSULE-2-MON(SJS)	2	10.02-10.03PM	10.00														
EVENING TUESDAY																	
CBS ST.OF UNION ANALYSIS CBS(S)	1	10.22-10.36PM	-GRID 10.30	9,910	11.9	9,660	11.6	19	11.2								
NBC NBC NEWS CAPSULE-2-TUE(SUS)	2	9.58- 9.59PM	9.45														
NBC DEM.RESPONSE-ST.UNION-NBC(SUS)	1	10.17-10.45PM	10.15														
EVENING THURSDAY																	
NBC NBC NEWS CAPSULE-2-THU(SUS)		9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE SAT		8.58- 8.59PM	8.45	15,240	18.3	15,240	18.3	29	18.3	14,830	17.8	14,830	17.8	27	17.8		
ABC ABC NEWSBRIEF-SAT.	1	9.58- 9.59PM	9.45	19,080	22.9	19,080	22.9	38	22.9	19,740	23.7	19,580	23.5	37	23.5		
	2	10.02-10.04PM	10.00														
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	8,410	10.1	8,410	10.1	16	10.1	11,750	14.1	11,750	14.1	21	14.1		
	2	9.09- 9.10PM	9.00														
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	11,910	14.3	11,910	14.3	23	14.3	11,000	13.2	11,000	13.2	20	13.2		
EVENING SUNDAY																	
ABC ABC WIDE WORLD-SPORTS-SUN	2	4.00- 7.41PM	-GRID 7.30							31,320	37.6	13,580	16.3	29	20.1		
ABC ABC NEWSBRIEF-SUN.	2	7.40- 7.41PM	7.30							12,910	15.5	12,910	15.5	22	15.5		
	1	8.35- 8.36PM	8.30	9,000	10.8	9,000	10.8	15	10.8								
ABC ABC SPORTS UPDATE-SUN	1	9.58- 9.59PM	9.45	13,410	16.1	13,410	16.1	23	16.1								
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	10,330	12.4	10,330	12.4	17	12.4								
	2	8.56- 8.57PM	8.45							9,750	11.7	9,750	11.7	15	11.7		
NBC SUPER BOWL GAME XVII(S)	1	6.13- 9.37PM	-GRID 9.30	53,980	64.8	40,480	48.6	69	45.3								
NBC NBC NEWS CAPSULE-SUN	1	7.52- 7.53PM	7.45	30,990	37.2	30,990	37.2	52	37.2								
	2	9.18- 9.19PM	9.15							12,080	14.5	12,080	14.5	19	14.5		
NBC NBC NEWS CAPSULE-2-SUN.	1	9.35- 9.36PM	9.30	29,820	35.8	29,820	35.8	49	35.8								
NBC SUPER BOWL POST XVII(S)	1	9.37-10.04PM	-GRID 10.00	33,400	40.1	28,320	34.0	48	30.1								
NBC NBC NEWS CAPSULE-2-SUN.	2	9.58- 9.59PM	9.45							9,660	11.6	9,660	11.6	15	11.6		
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	1	>	8.45	13,580	16.3	13,330	16.0	24	14.7	14,580	17.5	14,910	17.9	26	18.1	M-F	
	2	>	9.45						16.2						15.1	FRI.	
			10.00														
ABC ABC NEWS NIGHTLINE		11.30-12.00MD	11.30	6,000	7.2	5,080	6.1	17	6.8	6,660	8.0	5,330	6.4	18	7.3	M-F	
			11.45						5.3						5.5	M-F	
ABC LAST WORD	1	12.00- 1.00AM	12.00	3,420	4.1	2,080	2.5	10	3.3	3,330	4.0	2,080	2.5	10	3.3	M-F	
	2	>	12.00														
CONT'D																	

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER #	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
ABC LAST WORD-CONT'D				12.15			2.9*	10*	2.6	M-F				3.0*	11*	2.7	M-F		
				12.30					2.2	M-F						2.2	M-F		
				12.45			2.0*	9*	1.9	M-F				2.0*	9*	1.7	M-F		
				1.00												1.5	FRI.		
CBS NEWSBREAK-M-F	1	8.58-	8.59PM	8.45	13,740	16.5	13,740	16.5	24	16.5	M-F								
	2	>		8.45								14,080	16.9	13,580	16.3	24	17.2	M-F	
				9.00												15.3	WED.		
CBS LATE MOVIE I		>		11.30	8,580	10.3	5,750	6.9	23	7.4	M-TH		8,750	10.5	6,080	7.3	24	7.7	M-F
				11.45				7.3*	20*	7.2	M-TH					7.6*	21*	7.5	M-F
				12.00						6.9	M-TH							7.3	M-F
				12.15				6.7*	24*	6.5	M-TH					7.2*	26*	7.1	M-F
				12.30						6.1	M-TH							6.7	M-F
				12.45														5.5	M-F
				(SUS)															
CBS NCAA BASKETBALL-FRI(S)	1	11.30-	1.39AM	11.30	9,500	11.4	4,000	4.8	16	7.1	FRI.								
				11.45				6.2*	15*	5.4	FRI.								
				12.00						4.8	FRI.								
				12.15				4.4*	13*	4.1	FRI.								
				12.30						4.0	FRI.								
				12.45				4.0*	15*	4.1	FRI.								
				1.00						4.3	FRI.								

PROGRAM	TIME	MTWTFSS	SPW	WEEK INVT	MTWTFSS	SPW	WEEK INVT	MTWTFSS	SPW	WEEK INVT	MTWTFSS	SPW	WEEK INVT	MTWTFSS	SPW	WEEK INVT
CBS LATE MOVIE II	>	12.30	4,660	5.6	3,580	4.3	26	4.7	M-TH	5,000	6.0	3,920	4.7	27	5.3	M-F
		12.45						4.5	M-TH						5.1	M-F
		1.00						4.2	M-TH						4.7	M-F
		1.15						4.1	M-TH						4.3	M-F
		1.30						4.2	M & W						4.0	M-W
	VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1	2.00- 2.30AM	2.00	1,420	1.7	1,170	1.4	16	1.5	M-THSU	1,830	2.2	1,500	1.8	21	2.0	M-THSU
		2.15						1.2	M-THSU						1.5	M-THSU
CBS CBS NEWS NIGHTWATCH 2	2.30- 6.00AM	2.30	2,170	2.6	920	1.1	25	1.4	M-THSU	2,420	2.9	920	1.1	25	1.6	M-THSU
		2.45						1.4	M-THSU						1.4	M-THSU
		3.00						1.4	M-THSU						1.6	M-THSU
		3.15						1.3	M-THSU						1.5	M-THSU
		3.30						1.1	M-THSU						1.4	M-THSU
		3.45						1.1	M-THSU						1.2	M-THSU
		4.00						1.1	M-THSU						1.1	M-THSU
		4.15						1.0	M-THSU						1.0	M-THSU
		4.30						1.0	M-THSU						1.0	M-THSU
		4.45						1.0	M-THSU						1.0	M-THSU
		5.30						.7	M-THSU						.8	M-THSU
		5.45						.7	M-THSU						.8	M-THSU
NBC NBC NEWS CAPSULE-M-F	8.58	8.59PM	10,080	12.1	10,080	12.1	18	12.1	M-F	12,910	15.5	12,910	15.5	22	15.2	M-F
	2														15.9	M-F
NBC NBC NEWS CAPSULE-2-M-F	>	9.45	10,580	12.7	10,580	12.7	19	12.7	M-F	10,750	12.9	10,750	12.9	19	12.9	M-F

# NATIONAL TV. AUDIENCE ESTIMATES

# OTHER PROG.

DAY NETWORK/PROGRAM	WK #	TIME (NYT)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG AUD BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG AUD BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS 1000	%	HOUSEHOLDS 1000	SHARE %			HOUSEHOLDS 1000	%	HOUSEHOLDS 1000	SHARE %		
EVENING NEWS MONDAY-CONT															
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,410	12.5	6,750	8.1 25	9.0	M-F	10,000	12.0	6,160	7.4 23	8.7	M-F
			11.45				8.4 24*	8.4	M-F				8.2* 23*	7.7	M-F
			12.00					8.2	M-F					7.1	M-F
			12.15				7.5* 26*	6.9	M-F				6.6* 23*	6.0	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,330	4.0	2,830	3.4 17	3.7	M-TH	3,170	3.8	2,670	3.2 16	3.5	M-TH
			12.45					3.0	M-TH					2.9	M-TH
NBC DAVID LETTERMAN SPECIAL(S)	2	12.30- 1.56AM	12.30							5,000	6.0	3,000	3.6 17	4.6	FRI.
			12.45										4.3* 16*	4.0	FRI.
			1.00										3.7	FRI.	
			1.15										3.6* 18*	3.5	FRI.
			1.30											3.0	FRI.
			1.45										2.8* 18*	2.6	FRI.
NBC SCTV NETWORK	1	12.30- 2.00AM	12.30	7,910	9.5	4,000	4.8 23	6.5	FRI.						
			12.45				6.0* 23*	5.5	FRI.						
			1.00					5.1	FRI.						
			1.15				4.8* 23*	4.4	FRI.						
			1.30					4.0	FRI.						
			1.45				3.8* 23*	3.5	FRI.						
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,580	3.1	2,170	2.6 17	2.8	M-TH	2,500	3.0	2,080	2.5 16	2.6	M-TH
			1.15					2.5	M-TH					2.3	M-TH

NBC NBC NEWS OVERNIGHT-M-F			1.30	1,670	2.0	1,330	1.6 14	1.5	M-F	1,500	1.8	1,250	1.5 13	1.5	M-F
			1.45				1.5* 13*	1.5	M-TH				1.5* 13*	1.4	M-TH
			2.00					1.6	M-F					1.6	MTUWF
			2.15				2.1* 17*	2.1	M-F				1.9* 15*	1.7	MTUWF
NBC DAVID LETTERMAN SPEC FILL(SUS)	2	1.56- 2.00AM	1.45												FRI.
DAY MONDAY-FRIDAY															
ABC ABC WORLD NEWS MORN 615A(SUS)	2	6.15- 6.30AM	6.15												M-F
ABC ABC WORLD NEWS MORN 615A(SUS)	1	6.15- 6.30AM	6.15						M-F						
ABC ABC WORLD NEWS MORN 645A		6.45- 7.00AM	6.45	1,420	1.7	1,330	1.6 15	1.6	M-F	1,500	1.8	1,330	1.6 14	1.6	M-F
ABC ABC SPECIAL REPORT-10.48A(SUS)	2	10.48-11.08AM	10.45												FRI.
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,580	9.1	7,250	8.7 28	8.7	M-F	7,830	9.4	7,580	9.1 29	9.1	M-F
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,250	1.5	1,000	1.2 16	1.1	M-F	1,250	1.5	920	1.1 16	1.0	M-F
			6.45					1.3	M-F					1.3	M-F
CBS CBS NEWS SPECIAL REPORT(SUS)	2	10.44-11.08AM	10.30												FRI.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,580	7.9	6,500	7.8 31	7.8	M-F	6,500	7.8	6,250	7.5 30	7.5	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,500	6.6	5,080	6.1 18	6.1	M-F	5,660	6.8	5,410	6.5 19	6.5	M-F
CBS CHILDRENS MYSTERY THEATER(S)	1	4.30- 5.30PM	4.30	6,000	7.2	3,670	4.4 11	4.5	TUE.						
			4.45				4.3* 11*	4.2	TUE.						
			5.00					4.5	TUE.						
			5.15				4.4* 10*	4.4	TUE.						
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30	1,080	1.3	920	1.1 11	1.0	M-F	1,330	1.6	1,170	1.4 14	1.3	M-F
			6.45					1.2	M-F					1.5	M-F
NBC REAGAN NEWS CONF.-NBC(SUS)	2	10.48-11.09AM	10.45												FRI.

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%				
DAY MONDAY-FRIDAY-CONT'D																			
NBC NBC REPORTS(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45									6,660	8.0	3,830	4.6 12 3.9* 11* 5.2* 12*	4.1 3.8 5.1 5.3	TUE. TUE. TUE. TUE.		
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	3,920	4.7	3,330	4.0 25	4.0				3,580	4.3	2,830	3.4 22	3.4			
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	6,250	7.5	5,580	6.7 22	6.7				5,750	6.9	4,750	5.7 19	5.7			
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	5,580	6.7	4,750	5.7 19	5.7				5,250	6.3	4,500	5.4 17	5.4			
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,330	2.8	2,080	2.5 16	2.5				3,000	3.6	2,670	3.2 21	3.2			
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,920	3.5	2,330	2.8 14	2.8				3,670	4.4	3,330	4.0 19	4.0			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,330	4.0	3,080	3.7 16	3.7				3,420	4.1	3,170	3.8 15	3.8			
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,500	5.4	4,250	5.1 20	5.1				4,500	5.4	4,410	5.3 19	5.3			
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,000	6.0	4,830	5.8 19	5.8				7,410	8.9	6,410	7.7 25	7.7			
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,660	8.0	5,750	6.9 22	6.9				5,580	6.7	5,330	6.4 21	6.4			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,080	4.9	3,750	4.5 15	4.5				6,250	7.5	5,580	6.7 22	6.7			
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,000	3.6	2,830	3.4 11	3.4				4,330	5.2	3,830	4.6 14	4.6			
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,170	5.0	3,920	4.7 14	4.7				5,000	6.0	4,750	5.7 16	5.7			

CBS CBS NCAA BASKETBALL-SAT	1	1.00- 3.08PM	~GRID 3.00	9,910	11.9	3,750	4.5 13	6.5							
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15							5,250	6.3	4,410	5.3 15	5.3	
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	4,170	5.0	4,000	4.8 30	4.8		4,000	4.8	3,920	4.7 30	4.7	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	4,910	5.9	4,660	5.6 27	5.6		4,500	5.4	4,330	5.2 25	5.2	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	6,910	8.3	6,830	8.2 28	8.2		6,580	7.9	6,330	7.6 27	7.6	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,910	7.1	5,660	6.8 23	6.8		5,910	7.1	5,580	6.7 22	6.7	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	5,910	7.1	5,660	6.8 22	6.8		6,080	7.3	5,750	6.9 22	6.9	
NBC NCAA BASKETBALL-REG'L	1	1.00- 3.07PM	~GRID	11,250	13.5	4,830	5.8 16			11,160	13.4	5,330	6.4 16		
	2	1.30- 3.38PM	~GRID 3.00 3.30					6.2						5.6	
NBC NCAA BASKETBALL	1	3.00- 5.05PM	~GRID 5.00	13,410	16.1	6,410	7.7 21	7.9							
DAY SUNDAY															
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15												
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45												
CBS CBS NCAA BASKETBALL	2	1.00- 3.01PM	~GRID 3.00							7,580	9.1	2,830	3.4 9	<<	
CBS NBA ON CBS	1	1.00- 3.17PM	~GRID 3.15	15,330	18.4	6,580	7.9 19	8.2							
NBC NCAA BASKETBALL GAME-SUN	2	1.00- 3.14PM	~GRID							14,080	16.9	5,750	6.9 17		
	1	2.00- 4.04PM	~GRID 3.00	17,080	20.5	8,160	9.8 22							9.9	
CONT'D															



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SUNDAY-CONT'D																			
NBC NCAA BASKETBALL GAME-SUN-CONT'D			4.00						5.4										
NBC NFL '82-NBC	1	4.00- 5.52PM	-GRID 5.45	31,070	37.3	16,080	19.3	39	28.9										
								26.1*	48*										
NBC SUPER BOWL INTRODUCTIONS(S)	1	5.56- 6.13PM	-GRID 6.00	33,650	40.4	31,400	37.7	63	39.0										

# Bulletin

February 18, 1983

## PRESIDENT REAGAN ON THE STATE OF THE UNION

President Ronald Reagan delivered his third State of the Union address on Tuesday, January 25, 1983. His message was carried by the national television networks at 9:00-9:50PM, NY Time.

Nielsen estimates of the audience reached are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	51.8	43.2
Average Audience		
Households	44.4	37.0
Total Persons*	26.7	58.1
Total Women	32.4	28.0
18-49	20.2	10.9
Total Men	30.3	23.5
18-49	22.6	11.8
Total Teens	18.8	4.1
Total Children	7.8	2.5

\*Excluding children under 2 years of age.

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**A.C. NIELSEN COMPANY**

Nielsen Plaza • Northbrook, IL 60062 • (312) 498-6300  
New York, NY 10104 • 1290 Ave. of the Americas • (212) 708-7500  
Menlo Park, CA 94025 • 70 Willow Road • (415) 321-7700

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# Correction Notice

## A.C. Nielsen Company

Nielsen Plaza  
Northbrook, IL 60062  
(312) 498-6300

1290 Avenue of the Americas  
New York, NY 10104  
(212) 708-7500

70 Willow Road  
Menlo Park, CA 94025  
(415) 321-7700

February 18, 1983

### NIELSEN NATIONAL TV RATINGS 2nd JANUARY 1983 REPORT January 10-23, 1983

Season To Date averages for CAPTAIN KANGAROO-SAT for Audience Composition were omitted in the above report. Below are the missing data.

#### 43 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1983 REPORT

PROGRAM NAME													AUDIENCE COMPOSITION																					
					NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	Avg. AUD. SHARE %	Avg. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOMEN	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
													18-34	35-44	45-54	55+	18-34	35-44	45-54	55+														
CAPTAIN KANGAROO-SAT													17	130	130	A	1.1	15	92	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	
SAT. 7.00A													60	CBS	CL	B4	B4			297	G2	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7
7.00 - 7.30																A	.9	15	75	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	
7.30 - 8.00																A	1.4	36	117	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7	L7